NOVEMBER 29, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT
NOV 29 1943

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105,000 ORDERS FOR RATION BOOK HOLDERS

When they write, they're listening . . . and in Midwest America, people are listening to WLS. We offered a ration book holder for a three-cent stamp. And 105,448 orders rolled in in a two-week period! We used 82 announcements; so that's 1,300 letters per announcement! And here's something else: more than half the 82 announcements were scheduled before 6:30 A.M., some as early as 4 o'clock in the morning! These 105,448 orders for a WLS premium show that WLS knows how to make the audience respond—in short, that WLS GETS RESULTS! We have other evidence . . . stories about results we get for advertisers. Just ask us . . . or ask any John Blair man.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

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President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

There's *Smash* in YANKEE'S LOCAL IMPACT!

THERE'S impact that counts where it will do the most good — the concentrated force of a blow aimed directly at the object — not diffused and weakened by aiming at too many places at once.

For in every one of the twenty best markets of New England, there is a Yankee Network hometown station. It gives you on-the-spot coverage of each of these urban markets and their suburban areas.

No wasted shots. Every shot goes home — to all the homes within the service area of the hometown station.

You can't miss. You take in the entire dealer set-up and consumer market throughout New England. You get the same smashing impact everywhere — and a much greater impact for New England as a whole than you can possibly get in any other way.

ACCEPTANCE is the Yankee Network's FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

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XUM

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OMAHA

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KOIL

FOR ITS FAVORITE

COLUMBIA PROGRAMS

5,000 Watts 1290 Kilocycles

Hugh Feltis - Gen. Mgr.

KOIL CBS in Omaha

5000 WATTS . . . 1290 KILOCYCLES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

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BROADCASTING

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IN THIS ISSUE—

Ownership Rule Stirs Congress and Industry	9
Klauber Takes OWI Administrative Post	9
Groups Affected by Common Ownership Decree	10
AFM Threatens Strike Against Networks	11
Equal Time Clause Favored in Radio Law	12
Allocation Trouble Is Laid to Congress	12
Press-Radio Group Names Sykes as Counsel	14
No Pressure on CIO Talk Says NBC	14
Trammell Returns From European Trip	16
Union Pacific Buys NBC Coast-to-Coast	16
New CBS Affiliate Form Favored	16
KGNF Transfer Adds to NBC Net	18
OWI Disc Spots To Be 50 Seconds Long	20
WMC Grants Detroit Employes 40-Hour Week	22
AFM Disc Fee a Labor Innovation	26
Throng in Dallas Sees NAB Film	28
Radio Saves Minnesota Pea Crop	30
Tentative Line-Up On Canadian Nets	45
400 Radio Leaders Attend Stephens Meet	62

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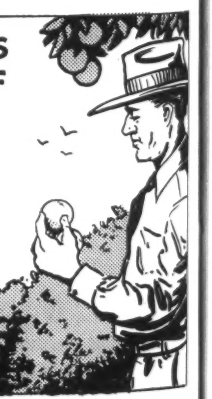

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JOHN BLAIR & CO. . . NATIONAL REPRESENTATIVE

Producing for VICTORY!

Even in these days of big figures a half billion dollars is a lot of money . . . and when it represents expenditures for war industry within a 100-mile radius it means a market with vast buying power. This half billion dollars includes ordnance plants, iron and steel foundries, refineries, and munition plants in the KWKH area all producing for Victory.

It's in a market that will help produce sales for you, too.

Recently published. Write for your free copy of KWKH net circulations day and night maps

CBS
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

We're tying a rope

NEW YORKERS have terrible memories. As a rule, they can't remember anything that happened before 8 o'clock this morning.

WEAF, though, is now giving New Yorkers a memory course. It is launching one of the most intensive promotion campaigns ever run by a New York station. By the time it's over, New Yorkers will *never* forget that "660 on your dial means WEAF, or the World's Best Entertainment Free!"

This campaign is running in all eight Manhattan dailies, calls for over 100,000 lines of space, extends over a period of 12 weeks. It underscores WEAF not only as *the* entertainment station in New York, but also pushes the individual programs heard on it . . . in a powerful, two-way campaign to attract additional listeners for WEAF advertisers in this greatest of all markets.

This kind of high-powered, don't-spare-the-horses promotion is typical of WEAF's wide-awake aggressiveness in building audiences and *holding* them for *all* WEAF advertisers. That's why it's New York's No. 1 Station.

WEAF NBC

Represented by **NBC SPOT SALES**
Radio City, New York 20, N. Y.

★

This campaign follows on the heels of a 62,000-line newspaper campaign for WEAF, recently completed. Coordinated with other WEAF audience-building exploitation, it is all part of a complete promotion pattern aimed to build bigger and better audiences for WEAF advertisers.

on New York's finger...

. . . in one of the most intensive promotion campaigns ever run by a New York station
$6.60 is peanuts on 52nd St.—
but 660 on your dial
GIVES YOU A WEALTH OF FREE FUN—
$6.60 won't get you very far on 52nd Street. Why, that kind of money is just peanuts in the Land of the Midnight Sons. For $6.60, you'll just about be able to pay the cab fares and the hat-check girl—let alone the check—at the swing spots on Hot Lick Lane. For there, the only limit is the sky, and $6.60 won't get you off the ground.
660 on your dial, though, means plenty of fun to New Yorkers "in the know"—and at no cost whatever. For 660 is WEAF, which brings you the best entertainment in town. If you're pleasure-bent, turn your ear to WEAF's great shows, which will not only make you feel better, but lift your spirits to the level of a 52nd Street cover charge.
For when it comes to great popular music, the bands on WEAF really "send" you—send you the best entertainment ever . . . and it's all free!
ALLEN ROTH
KAY KYSER
FRED WARING
WEAF
Listen to these other Musical Programs
MORNING
AFTERNOON
NIGHT
660 ON YOUR DIAL
WEAF
The Showcase of NBC
660 on your dial

Opening ad in WEAF's newspaper campaign to remind New Yorkers that "660 on your dial means WEAF, or the World's Best Entertainment Free!"

SONOVOX

GIVES YOU A

TRADE-MARK

IN SOUND!

THROUGHOUT the field of advertising—from the lowliest cub to the most respected "elder statesman"—everybody recognizes the value of trade-marks *in print.*

That concept was solidly accepted decades before anyone had even heard of radio. And now the smartest advertisers have accepted the same principle for *trade-marks in sound.*

Sonovox offers you the ultimate possibilities in radio trade-marks. Witness the Lifebuoy *talking* foghorn—the Bromo-Seltzer *talking* train.

Anybody can sponsor *any* kind of program material, and lots of advertisers have seen "their" theme-songs, etc. become identified with their artists, rather than with their products. But when you use a Sonovox trade-mark, it dramatizes and identifies *your product.*

How is Sonovox sold? Essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at Standard AFRA scale.

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.
American Industries Salvage Committee (Steel Scrap Drive)
McCann-Erickson, Inc.
Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.
Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc
Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co.
Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.
Walt Disney Productions
Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.
Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
Feltman-Curme Shoes
Russell C. Comer Advertising Co.
Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.
Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.
Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.
Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.
Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.
Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc
National Broadcasting Company
Naval Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.
Pan American Coffee Bureau
Buchanan & Co., Inc.
Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)
Quaker Oats Company
Ruthrauff & Ryan, Inc.
Radio Corporation of America
Ruthrauff & Ryan, Inc.
Radio Station KOMA, Oklahoma City
Alvino Rey and his Orchestra (in all broadcasts)
Shell Oil Company, Inc.
J. Walter Thompson Co.
Stanco, Inc. (Mistol)
McCann-Erickson, Inc.
U. S. Treasury Dept.
Universal Pictures Company, Inc. ("Larceny With Music")
Warner Brothers Pictures, Inc. (Thank Your Lucky Stars)
Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., ***Exclusive National Representatives***

CHICAGO: 180 N. Michigan, Franklin 6373 · **NEW YORK:** 444 Madison Ave., Plaza 5-4130 · **SAN FRANCISCO:** 111 Sutter, Sutter 4353 · **HOLLYWOOD:** 1512 N. Gordon, Gladstone 3949 · **ATLANTA:** 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

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Ownership Rule Stirs Industry, Congress

Station Sales and Swaps Now Pending

By SOL TAISHOFF

IN A SUDDEN revival of its crusade against purported monopolistic tendencies in broadcasting, the FCC last week promulgated an order banning multiple ownership of standard broadcast stations in the same area.

Immediately effective as to all new grants or acquisitions, the order (No. 84-A) will affect some 40 existing multiple ownership, control or "overlapping" situations on June 1, 1944, except where there are extenuating circumstances. (See page 10.)

Action came last Tuesday without advance warning. The vote was unanimous, with all six members present. No reasons were ascribed, either in the order or in the accompanying "public notice" for the order, dusted off and slightly amended after having been pigeon-holed for two years. FCC Chairman Fly called a special meeting Tuesday afternoon and following a couple hours of consideration, the order was rushed through press channels.

Timing Questioned

Why the Commission issued the order at this time, under war conditions and with the whole subject of the Commission's power being reviewed by two committees of Congress, caused considerable speculation in both industry and Congressional circles. The very question of multiple ownership has been raised several times during the hearings on the White-Wheeler Bill (S-814) now in progress before the Senate Interstate Commerce Committee.

It has been presumed that the White-Wheeler Bill, in revised form, would specify the Commission's authority in dealing with so-called "monopoly" and covering the question of multiple ownership, newspaper ownership and other basic policy considerations where specific Congressional mandate is deemed necessary.

It was expected the Commission's rule, barring Congressional intervention, would precipitate a siege of station "swaps" involving possibly a dozen outlets in primary markets as well as others in secondary areas. Negotiations for sales of stations also may become brisk, it was thought, though the stiff tax situation augurs for trades. When the original rule was announced Aug. 5, 1941 activity developed among station owners who thought they would be affected.

The revised order, which supersedes Order No. 84 adopted by the Commission Aug. 5, 1941, becomes a part of the Commission's Rules and Regulations as Section 3.35. The original order, promulgated without an effective date, was the basis of oral arguments Oct. 6, 1941. At those arguments, representatives of a score of stations, presumed to be affected by the rule, challenged the Commission's jurisdiction and questioned the practicability of adopting a hard and fast rule. The Commission promptly took the matter under advisement, and the action last week was the first formal word since then.

Among the puzzling aspects of the order is the disclosure that the effective date varies with the license tenures of stations. Some owners, it was pointed out, may have a year longer than others in which to divest themselves of second stations. The customary six-month period of grace is allowed in each instance, but the time does not run until action is taken on renewal of license. It is presumed this obvious discrepancy grew out of the great haste with which the order was executed, evidently to meet a suddenly established deadline.

Moreover, it was difficult to reconcile the order with recent actions of the FCC. For example, only a few weeks ago, it authorized WGAR Cleveland to shift frequency to 1220 kc, with potential power of 50,000 w. which would be expected to overlap WJR, Detroit, owned by the George A. Richards interests. Since the original order was drafted two years ago WWVA Wheeling was granted 50,000 w. which may result in over-lapping with WMMN Fairmont, also owned by Fort Industry Co.

'Working Control'

As revised, the order specified that no license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled by any person where such station renders or will render primary service to a substantial

(*Continued on page 10*)

OWI Administrative Post to Klauber

Former CBS Chairman Named Associate Director

EDWARD KLAUBER, former chairman of the executive committee of CBS, last Thursday was appointed associate director of OWI, effective Dec. 1, Elmer Davis, director, announced last week. In his new post Mr. Klauber will be second in command at OWI, taking over duties formerly handled by Milton S. Eisenhower who resigned Sept. 1 to assume the presidency of Kansas State College.

As associate director, Mr. Klauber who served as CBS executive vice-president for more than a decade, will have administrative supervision of the agency's domestic and overseas operations, including the Domestic Radio Bureau and the extensive shortwave broadcasting activities of the Overseas Branch.

Pioneered News

Responsible for many innovations in radio programming, Mr. Klauber pioneered in the field of news broadcasting. Consequently, it is expected that with his wealth of experience and background in both news and radio, he will be in a position to contribute substantially to the news operations of OWI. Mr. Davis worked under Mr. Klauber's executive supervision while a CBS news analyst.

"I am just trying to help, if I can", Mr. Klauber told BROADCASTING.

Mr. Klauber is the second high official from CBS to receive an OWI appointment within two months. William S. Paley, president, accepted an assignment last month in the Mediterranean theatre of operations to work with the Army's Psychological Warfare Branch. Mr. Paley was given leave by CBS to take the position, which involves the radio phases of OWI propaganda activities [BROADCASTING, Oct. 11].

MR. KLAUBER

Mr. Klauber had been with CBS for 13 years prior to his resignation last August because of ill health. As assistant to the president, executive vice-president, executive chairman, and director, he had contributed substantially to the development of the network [BROADCASTING, Aug. 9]. Paul W. Kesten was named to succeed Mr. Klauber as executive vice-president.

Prior to joining CBS, Mr. Klauber was with Lennen & Mitchell Inc. where he developed many well-known radio accounts. He entered agency and radio work following a distinguished career in the newspaper field which began on the old *New York World* in 1912. In 1916 he joined the *New York Times* and remained on that paper for approximately 13 years as reporter, rewrite man and night city editor. He was credited with many outstanding news beats during World War I.

Mr. Klauber, 56, is a native of Louisville.

Kick in the Teeth for Congress . . . *An Editorial*

THE FCC'S utter disdain of Congress is manifested again. In the midst of war, and while Congress—for the first time in 16 years—works on a new law to govern radio, it suddenly blasts forth with a slightly revised ghost of its regulation banning multiple ownership of stations.

Nary a reason is given. The Commission simply dug into its inactive files (for the proposed rule had been on ice for two years) and slapped it upon a group of 40 or more unsuspecting broadcasters. And that at the very time two separate committees of Congress are questioning the Commission's right to "legislate". Moreover, the broadcasters haven't been told what kind of multiple ownership is objectionable. The rule is broad. It covers "control", even if it isn't majority stock ownership. And it relates to "primary service", which isn't defined.

One must conclude that the Commission majority promulgated the order as a "trial balloon". Only a handful of broadcasters really are affected out of the aggregate of 900-odd. So, there won't be a general uprising of stations. Of course, a hearing will be afforded. The only difference is that when the rule originally was drawn more than two years ago, those owners affected had three strikes on them. Now they have only two strikes, but with the pitcher also performing as the umpire.

The technique used is not unlike that of the newspaper-divorcement case. The Commission has permitted that policy to languish for more than two years, too. It issued an order, but didn't make it effective, just as it did on multiple ownership. Then, presto, an order is promulgated, effective on a date certain!

Why the haste? The broadcast band is frozen. Congress is considering the very subject of the Commission's power. There hasn't been a single complaint of multiple ownership abuse, and if there had, the law even now gives the Commission adequate power.

At the Senate hearings, the question repeatedly has been raised about the Commission's assumption of legislative powers. If it bans multiple ownership of standard stations now, what about FM and television stations after the war? There isn't any basic difference in the kind of programs the listener gets from the standard or the FM or television bands. Shall broadcasters risk investments in these other fields if an FCC, by fiat, can rule anytime that there shall be one transmitter to an owner?

Multiple ownership has existed since broadcasting started in the 20's. The reasons vary. Congress didn't bar it—a legislative function. Both Senator White and former Senator Dill, who wrote the 1927 Act, have said that the FCC isn't empowered to write its own anti-trust act, and that Congress refused to write into the act that no individual will be allowed to operate more than one station to serve any given area.

Assuming, for the sake of argument, that the Commission's order may be sound, the Commission hasn't yet said why. Moreover, there are many cogent reasons why there shouldn't be a blanket ban. Irrespective of that, it's a job for Congress which Congress is ready and willing to assume.

To us it's just another example of the Commission's determination to run the show, whether Congress likes it or not.

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portion of the primary service area of another broadcast station directly or indirectly operated or controlled by such person, except upon a showing that the public interest will be served through "such multiple ownership situation." The word "controlled" is described in the order itself as not limited to majority stock ownership but includes "actual working control in whatever manner exercised."

The order is not restricted to actual ownership of stations by the same interests in a single community, but also includes overlapping of stations in different cities where signal strength is sufficient to provide "primary service". There has been no interpretation of what constitute "overlapping" or "control" beyond the footnote definition.

In practical effect, the order

(*Continued on on page 56*)

Common Ownership of Standard Stations

In Same Community

(Some of the groups which may be affected by FCC Order No. 84-A)

Albany, N. Y.

Interlocking stock ownership (H. E. Smith, R. M. Curtis and *Albany Knickerbocker News*) control WABY and WOKO.

Bay City-Saginaw, Mich.

Harley D. Peet controls WBCM, Bay City, and owns a minority of WSAM Saginaw, across the bay.

Beaumont, Tex.

KRIC is controlled by officers and stockholders of *Beaumont Enterprise* and *Journal;* KFDM is about 25% owned by same interests.

Buffalo, N. Y.

Buffalo Broadcasting Corp. is licensee of both WGR and WKBW.

Chicago, Ill.

Gene T. Dyer is controlling stockholder in WSBC, and minority stockholder in WGES and WAIT, which he directs.

Ralph L. Atlass and family control both WJJD Chicago and WIND Gary, contiguous communities.

Cincinnati, O.

Crosley Corp. owns both WLW and WSAI.

Dallas-Fort Worth, Tex.

A. H. Belo Corp., publisher of *Dallas News,* owns the half-time WFAA Dallas, and half-interest in the full-time KGKO Fort Worth. Carter Publications Inc. (*Fort Worth Star-Telegram*) owns the half-time WBAP, Fort Worth, and one-half interest in KGKO Fort Worth.

Cleveland, O.

United Broadcasting Co. (*Cleveland Plain Dealer*) controls both WHK and WCLE.

Evansville, Ind.

Evansville on the Air Inc. is licensee of both WGBF and WEOA.

Fort Wayne, Ind.

Westinghouse Radio Stations Inc. is licensee of WOWO and WGL.

Houston, Tex.

KPRC, controlled by *Houston Post,* and KTRH, owned by *Houston Chronicle;* both newspapers heretofore said to be controlled through interlocking stockholdings by Jesse Jones, Secretary of Commerce. (Disassociation of stations claimed by counsel.) KXYZ owned by M. Tilford Jones, nephew of Jesse Jones.

Lincoln, Neb.

KFAB and KFOR both controlled by The Sidles Co. (approximately 51%) with minority stockholdings by *Lincoln Star* and *Nebraska State Journal.*

Little Rock, Ark.

KLRA and KGHI are both licensed to Arkansas Broadcasting Co., controlled by A. L. Chilton.

Los Angeles, Cal.

Earle C. Anthony Inc. is licensee of both KFI and KECA.

Reed E. Callister is controlling stockholder of KMTR Los Angeles, and owns minority stock in KIEV Glendale, Cal., a contiguous community.

Memphis, Tenn.

The Scripps-Howard newspaper interests control both WMC and WMPS.

Hoyt B. Wooten controls WREC and Hoyt B. and S. D. Wooten Jr. own 25% each in WHBQ.

Des Moines

Iowa Broadcasting Co. (*Des Moines Register & Tribune*) owns both KSO and KRNT.

New York City

Arde Bulova, watch manufacturer, controls WOV and WNEW.

Pittsburgh, Pa.

H. J. Brennan controls both WJAS KQV, also WHJB Greenburg, Pa., 30 mi. away.

Portland, Ore.

Oregonian Publishing Co., publisher of the *Portland Oregonian,* is licensee of both KGW and KEX.

KOIN and KALE controlled substantially by same interests (Headed by Charles W. Myers).

Roanoke, Va.

Junius P. Fishburn and J. B. Fishburn, publishers of the *Roanoke Times* and *World-News,* own WDBJ and Junius P. Fishburn holds 40% stock in WSLS.

Reading, Pa.

WEEU and WRAW are owned by C. M. Chafey, R. A. Gaul and H. O. Landis, with Harry S. Craumer holding one-fourth interest in WEEU.

San Francisco, Cal.

Wesley I. Dumm controls both KSFO San Francisco, and KROW Oakland, across the bay.

Brunton Stations, KQW San Jose and KJBS San Francisco, owned by same interests.

Seattle, Wash.

Fisher's Blend Station Inc. is licensee of both KOMO and KJR.

Shreveport, La.

John D. Ewing, publisher of *Shreveport Times,* controls both KWKH and KTBS.

Sioux Falls, S. D.

Sioux Falls Broadcast Assn. Inc. (Joseph Henkin) is licensee of both KSOO and KELO.

Spokane, Wash.

Louis Wasmer Inc. is licensee of both KGA and KHQ.

Spartanburg, S. C.

Spartanburg Advertising Co. is licensee of both WSPA and WORD.

Springfield, Mo.

KGBX and KWTO licensed to separate corporations but controlled by same interests (Lester E. Cox, H. S. Jewell, R. D. Foster, the Bixby family, et al). Stations are under FCC mandate to separate by Jan. 1, 1944.

Wilmington, Del.

WDEL and WILM, owned by J. Hale Steinman and John F. Steinman, 50% each.

TEXT OF FCC ORDER

ORDER NO. 84-A

In the Matter of: Commission's Order No. 84—Multiple Ownership of Standard Broadcast Stations, Docket No. 6165.

WHEREAS, The Commission on Aug. 5, 1941 adopted Order No. 84 announcing a proposed regulation (Section 3.35) with respect to the multiple ownership of standard broadcast stations;

WHEREAS, Pursuant to the opportunity afforded by said order interested persons filed briefs and on Oct. 6, 1941 argued orally before the Commission as to why the proposed regulation should not be adopted or why it should not be adopted in the form proposed;

WHEREAS, After due consideration, the Commission is of the opinion that public interest, convenience and necessity will be served by adopting the policy set forth in the following regulation;

NOW THEREFORE, IT IS HEREBY ORDERED, That the following regulation BE, AND IT HEREBY IS ADOPTED:

Sec. 3.35 *Multiple Ownership*—No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled ([9b],) by any person ([9c]) where such station renders or will render primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation.

IT IS FURTHER ORDERED, This regulation is to take effect immediately, Provided, however, That with respect to persons who now directly or indirectly own, operate or control a standard broadcast station which renders primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, the effective date of this regulation shall be midnight May 31, 1944; *Provided, further,* That with respect to such persons the Commission may, upon proper showing, extend the licenses of the stations involved in order, in any particular case, to determine the applicability of this regulation or to permit the orderly disposition of properties.

Adopted this 23d day of November, 1943.

[9b] The word "control", as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

[9c] The word "person", as used herein, includes all persons under common control.

Text of FCC public notice of Order 84-A on page 57.

AFM Threatens Strike Against Networks

Contract Expires Before WLB Can Rule

By BRUCE ROBERTSON

THREAT of a musicians' strike against the nationwide networks, particularly NBC and CBS, loomed larger last week when it was learned that there is practically no chance of obtaining a National War Labor Board ruling on the refusal of the American Federation of Musicians to permit its members to work for Columbia Recording Corp., RCA Victor Division of RCA or NBC Radio Recording Division before the expiration of network contracts with the union the end of January.

These companies have consistently refused to accept the principle of payment into a union unemployment fund contained in the new contract signed by the union and other recording companies. Since the AFM has refused to permit the contract to be signed by one branch of a company while another remained outside the fold, it is considered a definite possibility that the union will refuse to negotiate new network contracts with NBC and CBS as long as their recording affiliates continue to hold out against the AFM terms.

Major Change in Dispute

At the conclusion last Monday of the hearing conducted in New York by the NWLB tripartite panel on the issues involved, Panel Chairman Arthur S. Meyer said that about three weeks would be allowed for the filing of briefs and replies, so that the report and recommendation of the panel to the NWLB will not be submitted before the end of December at the earliest, with a distinct possibility that it may be nearer to the end of January. The board will then study the voluminous record—nearly 2,000 pages of testimony and dozens of exhibits—and may hear further argument before making its decision.

Status of the recording dispute has undergone a major change since the hearing began Sept. 7, when the union was faced by seven transcription companies whose appeal to the Government for relief from the ban on recording imposed by the AFM on Aug. 1, 1942, had resulted in the appointment of the panel to investigate the dispute. Before the end of September Decca Records Inc. had signed a contract with the union for itself and for World Broadcasting System.

Shortly thereafter the other transcription companies, with the exception of NBC, signed contracts that were changed in some respects, but which also included the principle of payment by the recording companies of fees on the sale or rental of their recordings directly to the AFM for the union's use in supplying employment to those of its members whose employment opportunities, according to AFM claims, had been curtailed by the competition of mechanical music. To date, 22 companies making phonograph records or transcriptions have signed these contracts, the union has reported.

At the time of the Decca-World contract, RCA Victor and CRC were permitted to intervene in the proceedings and the hearing resumed with these companies and NBC's Radio Recording Division pressing their plea for a NWLB order to the union to permit its members to return to work for them without forcing them to submit to the direct payment principle, which they maintained was completely unacceptable.

Colin Charges Subsidy

Opening the companies' summation argument on Monday, Ralph F. Colin, CRC counsel, questioned the union's honesty in proposing this principle and its probable future responsibility in handling the fund, charging that the union's desire to set up this fund is not to help its unemployed members but is based purely "on internal political considerations". Pointing out that the AFM "has made no effort to measure its unemployment problem", Mr. Colin declared that the AFM "intends to set up a subsidy for all time for any member unable to make enough money at music".

Commenting on union references to "shenanigans" of the companies, Mr. Colin said: "It's a question of a very, very dirty pot calling the kettle black".

In discussing the jurisdictional aspects of the case, Mr. Colin pointed out that the NWLB had accepted jurisdiction, that Federal Judge Barnes in Chicago had ruled that it was a labor dispute and that the American Federation of Labor convention, in upholding the AFM action, also had termed it a labor dispute. He cited statements made by Elmer Davis, OWI director, and the National Federation of Music Clubs regarding the necessity of a supply of fresh music to maintain the morale of both the armed forces and the civilian population, to prove that the NWLB should regard the recording ban as a "substantial interference with the war effort". He added that stations operating 24 hours a day at the request of the Government need new records to entertain their night audiences, which, he said, are as much entitled to hear new music "as the rest of us".

Mr. Colin stated that while the burden of proof was on the union to back up its claim that records had caused unemployment among AFM members it had failed to do so. He cited the union's own figures to show that only 8.5% of its employable membership is actually unemployed, a figure which bears little relation to the AFM claims that two-thirds of its membership is unemployed. The only unemployment due to mechanical devices demonstrated by the AFM, he added, was the ouster of some 20,000 theatre musicians following the advent of sound motion pictures.

'Second Front' Hinted

In earlier argument Joseph A. Padway, AFM counsel, had stated that the AFM recognized that "the movies have been getting a free ride" and that the union would "open a second front when it's feasible, after the principle has been established". At that time a fight against the movies would take all of the $1,500,000 in the AFM treasury, he said, and even then it would be a losing fight.

Robert P. Myers, RCA counsel declared that even if the union had proved that recording had created unemployment, which it had not, the solution it advances would still be entirely unjustifiable. Pointing out that of the 138,000 AFM members only 4,000 to 5,000 are employed at any time in the making of recordings, he said: "The union wants us to relieve unemployment among the more than 100,000 members who never were and never can be—under our standards of quality—our employes."

With the AFM policy of admitting almost every applicant to membership, any concession by the recording companies of an obligation to this large, undefined membership would lead to an ever-mounting spiral of fees paid to support an ever-increasing membership, Mr. Myers stated. "It is both socially and economically unsound," he said, "to support large numbers of unemployed in a profession for which they are unfitted."

Describing the principle as setting up a private WPA for AFM members, Mr. Myers asserted that "if this union gets relief for non-employes, it is inevitable that every other union will have to obtain a similar plan for the benefit of its

(*Continued on page 61*)

INTER-MOUNTAINEERS of MBS met in Salt Lake with Dick Connor, network station relations manager, on his recent cross-country tour. Members of the group (l to r) standing: Arch Madsen, KOVO Provo, Utah; Lynn E. Meyers, general manager, Inter-Mountain Network. Seated: Dick Connor (in armchair): Jack Richards, KEUB Price, Utah; Jack Duckworth, KID Idaho Falls; and, on sofa, C. A. (Cliff) Talhoe, KOVO; George C. Hatch, KLO and IMN, Ogden and Salt Lake; James Carroll, KWYO Sheridan, Wyo., and Reed Bullen, KVNU Logan, Utah.

WPB FREES HOME RECORDING DISCS

RESTRICTIONS on the sale and distribution of blank recording discs and styli (recording needles) have been removed by action of the War Production Board last week in amending Limitation Order L-265. Broadcasters using the discs were given an AA-1 priority with use of the MRO symbol under Preference Rating Order P-133 as amended Nov. 17, while an AA-2 with the MRO symbol was authorized for use by commercial sound recorders.

These ratings can be used if necessary to obtain the discs and styli, but since restrictions have been removed so far as individual purchasers (for home recording) are concerned, it is felt that commercial users will have no particular difficulty in obtaining them without ratings. Manufacture of the discs and needles and the materials used, remain under control of Order L-265, the Radio & Radar Division of WPB points out. This order is administered by the Domestic & Foreign Branch of the Division.

Paramount Promotes

PARAMOUNT PICTURES, New York, is preparing a $400,000 campaign from February to May of next year promoting "Lady in the Dark," according to Robert M. Gillham, Paramount advertising and publicity director. Radio, including spot announcements and programs, will be among media used, along with magazine and newspaper advertisements for the four-month period immediately following the New York and Hollywood premiere of the picture.

Equal Time Clause in Radio Law Favored

Wheeler Supports Allotment of Facilities

MOUNTING Congressional sentiment in favor of specific provision in the law guaranteeing equal time on the air for discussion of controversial issues—probably by allotment of sustaining option-time through networks—was foreseen last week as this embattled issue aroused greater interest among members of the Senate Interstate Commerce Committee than any other.

A pet project of Chairman Wheeler (D-Mont.), the equal time issue also would be extended to commercial time of commentators, in cases where an individual is maligned or criticized. Senator Wheeler himself espoused the plan of sustaining option-time, outside of commercial options, so affiliated stations would be required to carry both sides, as scheduled by the networks. The networks or originating stations would be held responsible for clearance of material from the standpoint of libel or slander.

House Also Active

Simultaneously it became increasingly evident that new legislation to spell out the jurisdiction of the FCC is a goal of the House as well as the Senate. At hearings last week before the House Select Committee to investigate the FCC, with Commissioner T. A. M. Craven the only witness, the view was expressed several times that every effort should be made to draft legislation at this session in view of the May 10 Supreme Court opinion.

A strong case was made last week before the Senate committee by spokesmen for the Newspaper Radio Committee, opposing consideration by the FCC in any form of the right of newspapers to own standard broadcast stations or to go into other radio fields. Harold V. Hough, chairman; Sydney M. Kaye and Whitney N. Seymour, counsel for the group, urged that Congress itself write into the statute explicit prohibition preventing discrimination against newspaper owners. Their testimony followed the recommendations of Neville Miller, NAB president, and a number of independent broadcasters that Congress establish the policy in the new law, rather than leave it up to the Commission.

Mr. Hough, in his testimony last Tuesday, pointed out that Chairman Fly had told the committee he thought it would be wholesome if Congress enunciated a policy, but that he doubted "if you would do it." Mr. Hough said he trusted the committee would take action "and not disappoint the chairman."

The committee on Monday heard the concluding testimony of the NAB, through President Miller and James W. Woodruff, WRBL Columbus, Ga., both of whom urged enactment of legislation along the lines of the White-Wheeler Bill (S-814) pending before the committee.

Last Wednesday, Art J. Mosby, owner of KGVO Missoula, Mont., CBS outlet, testified in favor of his plan of network affiliation for all major networks, under which 45 minutes of each hour of the day would be optioned to the network with which the station is affiliated, while the remaining 15 minutes would be used for other programs, including competing network delayed broadcasts by transcription, national spot or state hookups.

Glade, Sykes Slated

He also supported in general practically all of the views and philosophies expounded by Chairman Wheeler during the last three weeks of hearings.

After the Mosby testimony, Chairman Wheeler recessed the hearings until Monday, Nov. 29. Indications were that the hearings would run at least another fortnight in elapsed time. Witnesses tentatively scheduled for today (Nov. 29) include Earl J. Glade, vice-president of KSL Salt Lake City, chairman of the NAB Code Committee when the code was drawn up and mayor-elect of Salt Lake City; and Judge E. O. Sykes, former chairman of the FCC, who last week was named legislative counsel of the Newspaper Radio Committee. Judge Sykes will testify on certain aspects of the bill as an individual. He also said he would have some comments to make for the Newspaper Radio Committee.

There will be no hearing Tuesday, Nov. 30, but on Wednesday Leonard DeCaux, public relations director of CIO, and Fred Weber, managing director of WDSU New Orleans and former general manager of MBS, will appear.

Niles Trammell, NBC president just returned from a war zone tour, is scheduled to testify Thursday morning. Friday's schedule has not been completed.

Other witnesses scheduled to testify include Commissioner Craven and, tentatively, Commissioner Ray C. Wakefield; FCC Chief Engineer E. K. Jett, and possibly another appearance by FCC Chairman James Lawrence Fly.

Chairman Wheeler asked if the BLUE network would have a witness, but there was no affirmative response. So far as known Mutual will not appear, although Louis G. Caldwell, Mutual general counsel previously had been tentatively scheduled.

Others to Appear

Definitely scheduled to testify, at Chairman Wheeler's request and in connection with the potentialities of FM and other new radio services are: Dr. Edwin H. Armstrong, FM inventor; C. M. Jansky Jr., consulting radio engineer; John V. L. Hogan, consulting engineer and operator of WQXR New York; A. Earl Cullum Jr., consulting engineer now with Harvard U.

Mr. DeCaux is expected to support legislation to provide time for labor organizations and sale of time for controversial issues; a representative of the American Federation of Labor, which recently adopted a resolution favoring new legislation and in effect opposing the stand of CIO; and a spokesman for the Civil Liberties Union which probably

(*Continued on page 50*)

Allocation Trouble Is Laid to Congress

Craven Advises Quick Action to Amend 1934 Law

By BILL BAILEY

VIRTUALLY ASSURED of $50,000 immediately to continue its investigation, and buttressed by assertion of Chairman Lea (D-Cal.) that new communications legislation is imperative in view of the Frankfurter decision, the House Select Committee to investigate the FCC displayed keen interest last week when Commissioner T. A. M. Craven of the FCC laid Government confusion over frequency allocations on the doorstep of Congress.

Chairman Lea said the House Committee on Accounts had cut his requested $75,000 to $50,000, with the provision that it would consider additional funds if needed. The House is expected to act this week on the appropriation, which would make $110,000 for the investigation thus far.

'Time For Action'—Lea

After an all-day session Wednesday, following a morning meeting Tuesday, the committee recessed until 2 p.m. Tuesday, Nov. 30, when Commissioner Craven resumes the stand.

When Commissioner Craven referred to the May 10 decision at the hearing Wednesday afternoon both Chairman Lea and Rep. Miller (R-Mo.) requested that both the majority opinion by Justice Frankfurter and the dissent by Justice Murphy be included in the record "for study" by the committee.

"In view of the Supreme Court decision it's time for Congress to take some action," Rep. Lea said, following Wednesday's hearings. "We must adopt such amendments as will define the powers of the FCC and the rights of broadcasters. I believe we should think in terms of immediate remedial legislation." During the hearings he asked Commissioner Craven to submit in writing "your recommendations for legislation".

During Tuesday's hearing, in which General Counsel Eugene L. Garey read into the record minutes of the Interdepartment Radio Advisory Committee tending to disclose disagreement between the policies and wishes of FCC Chairman Fly and the other 12 Government departments represented, Rep. Magnuson (D-Wash.) complained about the apparent confusion among committee members as to IRAC's status.

Caused by Act of 1934

"I interpret a lot of confusion," he said. "That is the situation in all Government departments."

Mr. Garey interposed: "That confusion was caused by the chairman of the FCC's position, not by the position of any members of IRAC." And Commissioner Craven tossed the verbal bombshell which apparently resulted in keen interest on the part of committee members when he declared:

"That was caused by the Communications Act of 1934. That is the fount of the confusion. That is why I would like to see it straightened out." Augmenting his testimony of the previous week, when he urged legislation authorizing the the President to appoint IRAC and an overall super-advisory committee [BROADCASTING, Nov. 22], Mr. Craven told the committee that in his opinion "the Commission has asserted as much power as it could under the Act of 1934."

"I think it's highly desirable in the interests of freedom of speech and freedom from fear of the Commission that Congress change and clarify the law," the Commissioner

(*Continued on page 58*)

Quicker

RALPH CAMARGO, NBC actor and announcer, is a good example of why mike performers sometimes change their names. Ralph's real name is Rafael Jaime Quintillano Tomar Guiermo Refuzio Camargo.

And Now Football!

Some National Accounts Now On W-I-T-H

Crosse & Blackwell
American Oil Co.
Bulova
Mercirex
Resinol
Stanback
Aspertane
Royal Crown Cola
Rem
Gold Medal Capsules
Garrett Wine
Supersuds
Bond Bread
Pepsi Cola
Dentyne
Ward
Cocilana
Tek
Johnson & Johnson
Jests

If it's sports, Baltimore wants to listen to . . . it's 12:30 on your dial. W-I-T-H brought Baltimore baseball last summer. Now it's pro football. And it's 2 hours a day all year around for the latest race results!

And remember: This is the same station that carries 8 of the smartest Charles Street shops . . . exclusively! W-I-T-H is the station that's listened to in Baltimore.

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

WITH

Represented Nationally by Headley-Reed

Tom Tinsley, *President*

Press-Radio Names Sykes as Counsel

Ex-FCC Chairman to Handle Legislation for Group

APPOINTMENT of Judge E. O. Sykes, former chairman of the Federal Radio Commission and of the FCC, as legislative counsel of the Newspaper Radio Committee, was announced last week by Harold V. Hough, Chairman.

A member of the original Radio Commission upon its creation in 1927, Judge Sykes served as its chairman for several years. He also served as chairman of the FCC upon its creation in 1934. He retired in 1939 voluntarily to enter private practice of law. Even prior to the announcement of Judge Sykes' appointment, Chairman Wheeler (D-Mont.) and Senator White (R-Me.) co-authors of the White-Wheeler Bill, had asked Judge Sykes to testify on the new Bill because of his wealth of background and experience in radio regulation.

Legislative Needs

Chairman Hough said that inasmuch as proposed legislation was being considered by the Senate Committee, Judge Sykes had been retained by the newspaper group so that any legislation suggested would be applicable to the entire industry. He added his committee did not wish to advocate laws which might be considered as partial to their group.

"We merely want to live under the same laws as the rest of the broadcasters," he said, adding that Judge Sykes' past experience "will be helpful".

Legal counsel of the Newspaper Committee remain unchanged. They include Whitney N. Seymour of New York, Sydney M. Kaye of New York, and A. L. Herman of Ft. Worth.

DECREASE, GAIN, IN FCC EMPLOYES

A NET INCREASE of 101 FCC employes from April to September 1943, but a gain of 14 from June to September, is shown in a report released last Monday by the Truman Joint Committee on Reduction of Nonessential Federal Expenditures. In April this year FCC had 2,296 employes, the report shows. The number was reduced to a low point of 2,181 in June, following the first Truman report which recommended a slash of 300,000 federal employes. In September, however, FCC listed 2,195 employes, a gain of 14.

Largest decrease from June to September was 139,968, effected by the War Dept. Navy showed the greatest increase, with 15,314. OWI had 4,456 employes in September, an increase of 681, although the Truman report shows that the total figure includes 1,050 employes abroad, not listed previously. Office of Censorship added 28 employes for a total in September of 12,147. The Truman committee report urges further reductions in Federal employes.

JUDGE SYKES

OPA FACES FIGHT ON VITAMIN PRICES

ANY OPA move to force a 15% reduction in the prices of packaged vitamin products will be fought to the finish, presumably through the courts and perhaps by appeal to Congress, the industry's advisory committee indicated last week after a meeting with OPA officials. At the same time, James F. Brownlee, former General Foods and Frankfort Distillery executive, now OPA deputy price administrator, said he would sign the proposed order within 24 hours and would seek its issuance as soon as possible.

S. DeWitt Clough, of Abbott Labs., Chicago, chairman of the advisory committee, read a statement challenging price reduction regulation on grounds that since there has been no increase in price of the products in question, any reduction by OPA order amounts to an attempt to control profits and is outside the legal authority conferred by the Emergency Price Control Act.

Contention of the vitamin manufacturers is that OPA is using their prices as a guinea pig to test whether profits control can be imposed on U. S. industry. Informed sources believe that it may be some time before Price Administrator Chester Bowles can decide whether he wants to add the drug industry to groups now fighting OPA, inasmuch as the agency is now battling for its life with a hostile Congress.

Blue Coast Plans

SEARCH has started for properties to house proposed BLUE Network broadcasting, television and FM studios in Hollywood when construction materials are available, according to Don E. Gilman, western division vice-president. Mr. Gilman said application for the television and FM transmitters soon will be filed with FCC. "It is also contemplated," Mr. Gilman stated, "that the BLUE will have its own Hollywood station after the war; however, this matter can rest a while since present arrangement with Earle C. Anthony, owner of KECA, Los Angeles network affiliate, has another year to run."

CENSORSHIP STOPS CAROL BROADCAST

CENSORSHIP last week used its authority, for the first time since the U. S. entered the war, to cancel a scheduled international broadcast of news interest. Authorization previously granted CBS to use lines from Mexico City to air an address by former King Carol of Rumania during the *Report to the Nation* program (9:30-10 p.m.) last Tuesday was withdrawn by the Office of Censorship.

Acting under authority of its control over international communications, the Office of Censorship advised CBS New York last Tuesday as follows:

"Owing to considerations that we are not at liberty to disclose, we find it necessary to cancel the previously authorized use of the lines from Mexico City for the scheduled broadcast tonight (Nov. 23) by former King Carol of Rumania."

CBS said text of Carol's proposed broadcast was submitted to and cleared by Censorship Nov. 20 and that leaders of anti-Carol groups in the U. S. had been asked to name a spokesman to speak on the program after the deposed Rumanian monarch had presented his story.

RADIO FIRST ON PATTON INCIDENT

RADIO last week touched off one of the war's most vigorously-debated controversies when Drew Pearson in his BLUE commentary (7-7:15 p.m.) Nov. 21 disclosed that Lt. Gen. Patton had slapped a shell-shocked soldier in a Sicily military hospital.

First reaction on Capitol Hill was to investigate Mr. Pearson and the network. Those Senators and Representatives who have openly displayed a dislike for commentators who oppose views of the respective politicians were ready to force the issue of "free speech". When Gen. Eisenhower's headquarters confirmed the story, however, and it developed that newsmen had known of the incident since it happened but had withheld it, the Congressional probe swung the other way.

The Senate Military Affairs Committee now has asked Secretary of War Stimson for a full report. Similar action by the House Military Affairs Committee was anticipated.

John H. Wainman

JOHN H. WAINMAN, 47, music teacher and former director of auditions for NBC, died Nov. 22 at Herkimer, N. Y. Mr. Wainman appeared in several musical comedies and in vaudeville before joining NBC in 1932. He sang on a morning devotions program for five years before becoming director of auditions.

School Spots

NEWSPAPER INSTITUTE, New York, which is lining up Sunday news programs to promote its correspondence courses, has added KGO San Francisco and KFEL Denver, to its spot schedule, through Rose-Martin Inc., New York.

No Pressure, NBC Says, On CIO Talk

Canceled Paid Dairy Time Instead of 'Round Table'

FOLLOWING the protest by Owen M. Richards, manager of the American Dairy Assn., Chicago, that NBC, for political reasons, had cancelled the Assn.'s regular *Voice of the Farmer* program on Nov. 21 to carry a speech by R. J. Thomas, president of the United Automobile Workers, CIO, Frank E. Mullen, vice-president and general manager of NBC, issued a statement last week denying that "there had been any Government coercion to force the network to give Thomas the period he used."

Meantime Rep. Lea (D-Cal.), chairman of the House Select Committee to investigate the FCC, said his group had been requested to "look into" the program substitution in conjunction with the overall inquiry. It was learned that subpenas probably will be issued for Mr. Thomas and Mr. Mullen. Carleton Smith, manager of WRC Washington, NBC station, already has been questioned by the Lea investigating staff.

Canceled Commercial

According to NBC, Mr. Thomas requested a quarter-hour period Friday, Saturday or Sunday, and "the network elected to cancel the commercial program rather than the *Chicago Round Table* broadcast, a popular sustaining program." The NBC statement also pointed out that Mr. Thomas had appeared recently before the Senate Interstate Commerce Committee, complaining that labor wasn't being heard on the air "even though his union has a regularly scheduled broadcast on this same network."

Mr. Richard's protest, which appeared in Nov. 22nd newspapers, said in part: "To have our radio time taken away in this fashion and given to the CIO, which is not in harmony with the farmers' viewpoint is shocking."

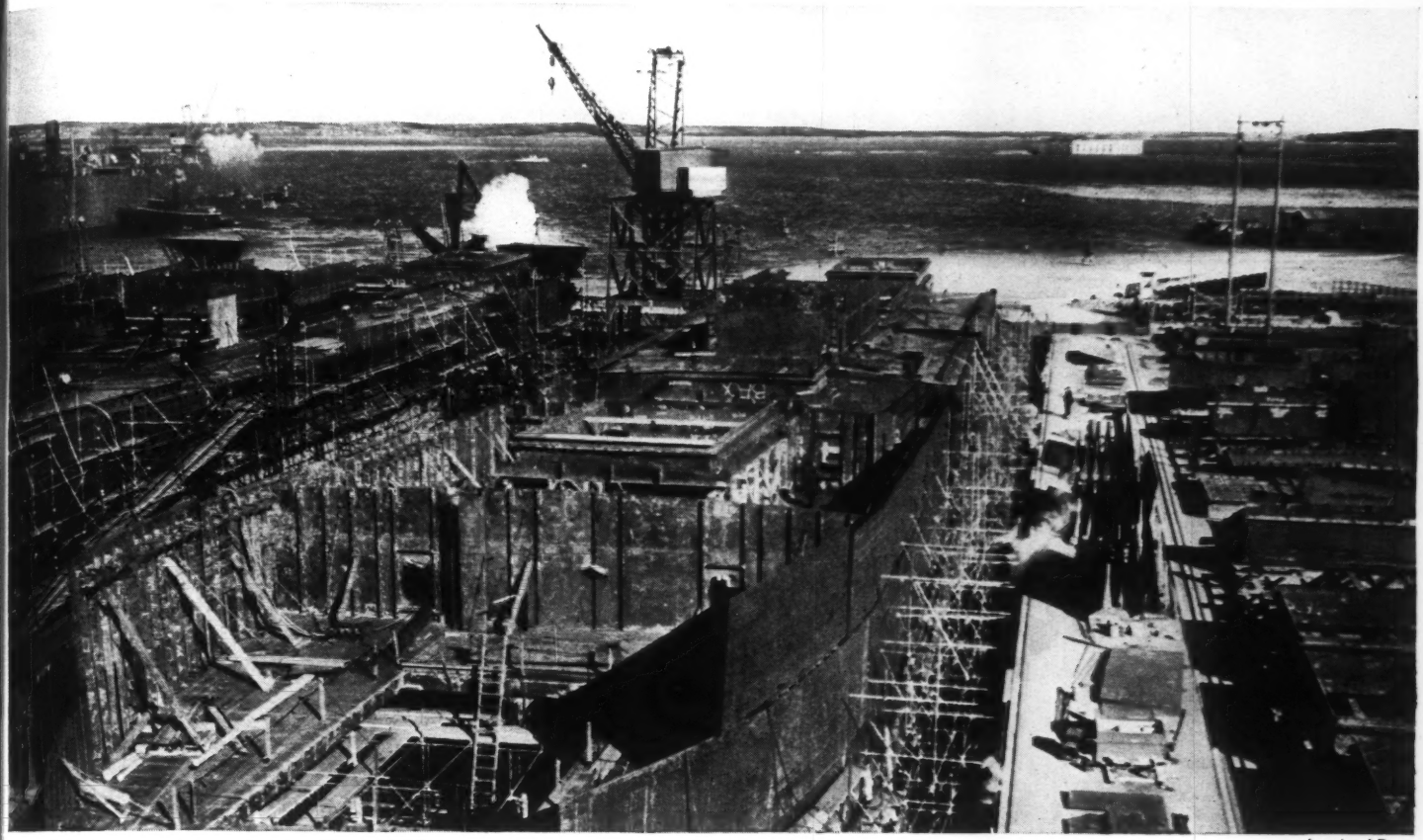
* * *

RADIO and press used by dairy farmers to acquaint the public with their industry is proving successful, Owen M. Richards, general manager of the American Dairy Assn., Chicago, reported last week.

The objectives of the advertising program being conducted by the Association are the holding of public preference for dairy products, guarding against competitive substitutes and seeking to gain better public understanding of the industry's problems and to promote research. Agency handling the campaign is Campbell-Mithun, Chicago.

Wellard in Italy

JAMES WELLARD, foreign correspondent of the *Chicago Times*, has joined Mutual's staff attached to Allied Force Headquarters in Italy. He alternates with Seymour Korman in broadcasting front line dispatches from Naples.



Associated Press

PICTURE OF A LAZY LIFE...
In the Clutches of War Work!

"... used to put in here on vacation cruises now and then. No excitement. Never went ashore except to check gear and maybe pick up some fresh lobsters. Just a nice, relaxing town and harbor, that's all. But boy, you ought to see it now! This is one of those boom towns you hear about."

You may know about this place, but do you know about all the others? The whole country is teeming with boom areas. And it's our job to keep *you* in pace with these rapid changes. It's our job to know where they are, what new markets they offer, and how best they can be reached.

Proof of the pudding, that we have "know how" ... that we know what to do with the information we get, is that we've had an enviable average billing gain of *42%* for every year we've been in business. For ten years without a hitch!

Back the attack with War Bonds and Stamps

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

Soldiers Request News From Home

Exchange With BBC Arranged By Trammell and Royal

MORE NEWS from home than he is getting now is what the American soldier wants, Niles Trammel, NBC president, and John F. Royal, vice-president in charge of international relations, reported last week on their return from a six-weeks visit to England, North Africa, Sicily and Italy.

"We have several plans to discuss with Government officials to get more home news to our troops," Mr. Trammel stated. Declining to go into detail until after those discussions have taken place, Mr. Trammell said that the news could be handled on the shortwave service from America to the fighting forces abroad or that more news could be supplied to the army stations there.

Change With BBC

The Army Special Service Division has erected 13 or 14 low-powered transmitters, with about 25 miles coverage, in England, he said, and it also has them in the Mediterranean region, but their news is confined chiefly to news of the war and to a few items from Washington. Most of the news the troops are getting now comes from the BBC, Mr. Trammell reported.

Explaining that the object of the trip had been to discover ways of improving broadcast service to the liberated countries and our troops abroad as well as the news service from there back to America, Mr. Trammell said an exchange of entertainment programs between NBC and the BBC has been arranged and will start the first of the year, programs originating alternately here and in England but all broadcast simultaneously in both countries.

To help satisfy the avid interest of our troops in sports, Mr. Trammell said that he and Mr. Royal arranged for Bill Stern's football broadcasts to be sent abroad each Saturday during the season. He stated that recordings of the most popular domestic shows are broadcast on the army stations, with the commercials deleted, and that they were greatly enjoyed, but that they were several months old and some of them were dated.

He said that NBC wants more recorded programs made at the front for broadcast to America and expressed a feeling that the wire recorder developed by the Army overcame the problem of bulky equipment which had seriously handicapped the efforts of BBC and CBS to get front line recordings.

Asked about post-war plans, Mr. Trammell said: "After the war there must be an organization of free countries to insure that radio will henceforth be used for good instead of evil, so that no small group of individuals will ever be able to propagandize their countries and the world such as the dictators have done in the past."

FCC Informally Favors New CBS Affiliate Form

THE FCC last week advised CBS in an informal opinion that its new affiliate contract form "appears on its face to comply with the present network regulations." Two weeks ago CBS had submitted to the FCC Law Department a rewritten version of the contract which the FCC criticized in a letter to CBS Oct. 26, calling attention to alleged infractions of network regulations in at least three particulars and threatening affiliates that their license renewals might be in jeopardy [BROADCASTING, Nov. 1].

The new contract, according to CBS, is a simplified form eliminating the clauses held to be in conflict with the network regulations and eliminating all riders and "saving" clauses. The question raised by a CBS circular letter to affiliates June 8 dealing with option time and criticized by the FCC in its Oct. 26 letter, as apparently contrary to that portion of rule 3.104 covering the subject, is still being studied by CBS.

'Denver Post' Hearing Is Slated for Dec. 20

HEARING on two motions filed by the *Denver Post* to dismiss suit by Eugene P. O'Fallon Inc., operator of KFEL Denver [BROADCASTING, Nov. 1] last week was set for Dec. 20 by District Judge George A. Luxford. The *Post* seeks dismissal on the grounds that KFEL failed to state any complaint upon which relief can be granted. A second motion by the publication seeks to strike portions of the complaint as immaterial.

KFEL's suit was to restrain the *Post* from omitting program listings of KFEL and MBS from the newspaper's daily log, which lists programs of other Denver stations. In its counter-action the *Post* denied that $5 per line it charges KFEL for carrying program listings was excessive. Mr. O'Fallon brought the original suit under the Colorado Unfair Practices Act.

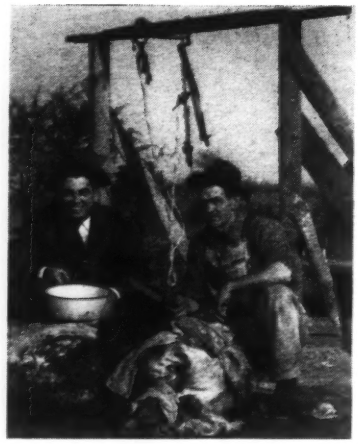
Deloss B. Gurney

DELOSS B. GURNEY, 73, father of Senator Chan Gurney (R-S. D.), and a pioneer Yankton businessman, died in Yankton last week after a long period of failing health. He was founder and for many years president of the Gurney Seed & Nursery Co., and for 10 years spoke daily over WNAX Yankton when the station was owned by his company.

WLB Ruling Awaited

DECISION by WLB in a dispute between WMAL Washington and AFRA over question of extra fees to announcers for local commercials was being awaited last week. In testimony Nov. 18 before Royal Montgomery, hearing officer, Joseph Miller, NAB Director of Labor Relations, stated in behalf of the station that extra compensation for commercials is not a prevalent practice among broadcasters.

JOHN MORROW, vice-president of Grant Adv. in charge of the New York office and account executive on Vick Chemical Co. and American Chicle accounts, resigned last week from the agency.



PORK A-PLENTY this winter will garnish the table of textile worker Bob Gore (r), Spartanburg, S. C., because he took the advice of WSPA farm service director Cliff Gray (l), who plugged, on his *Piedmont Farm Hour*, the government's program to produce and raise more food. Gore purchased two small pigs which he has raised and cared for after working hours. Farmer Gray was on hand to assist Bob in butchering the porkies which have yielded over 1,000 lbs. of meat as well as 100 lbs. of processed lard. The hams averaged around 55 lbs a piece. Not bad for an original $8 per piggy!

WGST Plea Denied

PETITION of WGST Atlanta, licensed to the Georgia School of Technology, requesting grant without hearing of its application for renewal of license was denied by the FCC last week, with Chairman Fly and Commissioner Craven dissenting. WGST has been operating on a temporary extension of its license since last March, at which time the Commission ordered the station to divest itself of a management contract with former radio commissioner and ex-CBS vice-president Sam Pickard and Clarence H. Calhoun, Atlanta [BROADCASTING, Aug. 23].

Albany Probe

INQUIRIES to determine the cause of a 90-second interruption of a network program on WOKO Albany by a German-speaking voice were being undertaken last Friday by the local FBI office, according to a United Press dispatch. J. B. Wilcox, agent, said the agency was investigating reports that a mistake in telephone transmission or possibly an enemy shortwave broadcast was responsible for the interference, UP stated. The FCC had received no official word on the incident late Friday.

Taylor M.C. on 'Fame'

DEEMS TAYLOR music commentator on the CBS broadcasts of the New York Philharmonic Symphony since 1936, will be narrator and a permanent member of the caste of *Radio Hall of Fame*, Philco Corp. program Dec. 5.

LILLIAN SELB of the New York sales staff of John E. Pearson Co., station representative, on Dec. 1 joins Foote, Cone & Belding, New York as timebuyer. Miss Selb was formerly New York manager of Foreman Co. and before that with J. Stirling Getchell and Blackett-Sample-Hummert, New York.

Union Pacific Buys NBC Coast-to-Coast

Weekly Half-hour Is First R.R. Net Time Since 30's

UNION PACIFIC Railroad, Omaha, beginning Jan. 8 will sponsor a half-hour variety program, Saturdays, 5 p.m., over a coast-to-coast NBC network, marking what is believed to be the first time since the *Empire Builder* series for Great Northern on NBC in the 1930's that a major railroad has used a transcontinental hookup.

Featured on the new program, titled *Your America*, will be a vocal ensemble and orchestra directed by Josef Koesner, augmented by Nelson Olmsted, famed NBC story teller, celebrities, soloists and talented workers from the Union Pacific's operating personnel. Governors of the states served by the railroad will be guests on the series, beginning with Governor Dwight Griswold of Nebraska.

The broadcasts, for the most part, will originate from Omaha through the facilities of WOW. In addition, various pickups will be made from points along the U.P. right-of-way. Contract for the series is 52 weeks. Agency for the sponsor is the Caples Co., Omaha.

WMAZ HITS EXPRESS PUBLICITY ATTEMPT

RAILWAY EXPRESS has been added to the list of transportation agencies which have provoked protests of radio because of free-publicity-seeking attempts tied to the war effort. After a visit from a representative of the Railway Express News Bureau, of 230 Park Ave., N. Y., "Red" Cross, commercial manager of WMAZ Macon, last week wrote to the Bureau asking if the Office of Defense Transportation had in any way suggested that promotion of early Christmas mailing should be non-commercial.

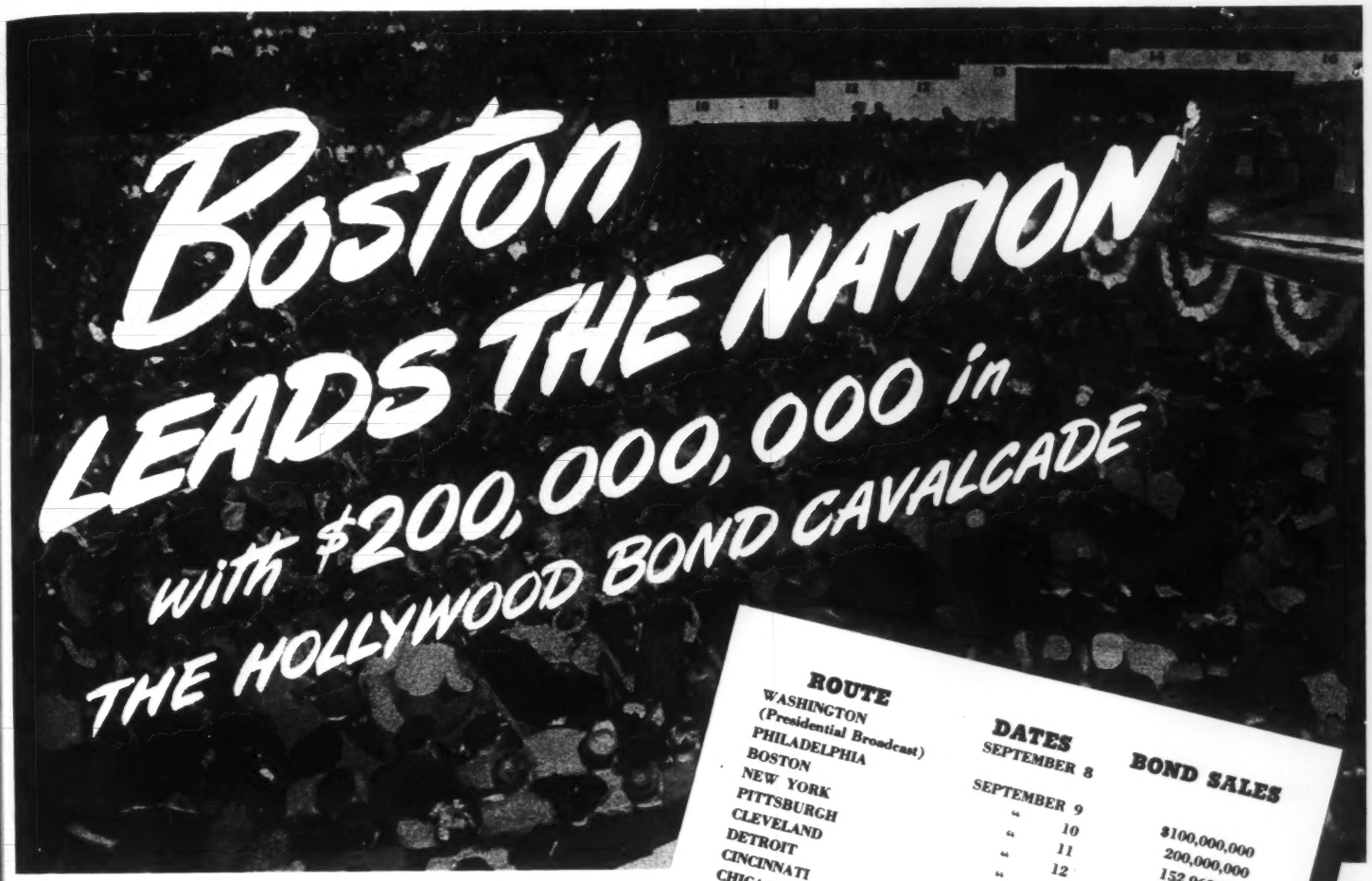
Pointing to the paid schedules of the Bell Telephone and other public utility companies, directed at aid to the war effort, Mr. Cross said he failed "to see the significance of a 'public service' unpaid promotional schedule for the Railway Express Agency.

"Your problem is no different than that of hundreds of business firms in this country," wrote Mr. Cross. "They too, would like to perpetuate their name, their service and their trade names for use after the war. In our opinion, if we are to carry the type of copy you are sending us, we must discontinue 60% of our paid advertising and carry these accounts on a 'free publicity' basis since they, too, are lending every effort to win the war."

Peter Fox on BLUE

PETER FOX Brewing Co., Chicago (Fox Deluxe Beer), on Dec. 21 will begin sponsorship of a weekly half-hour musical program, *Fox Deluxe Variety Hall*, on 17 BLUE midwest stations, originating out of WLW Cincinnati each Tuesday 7:30-8 p.m. Additional Virginia and West Coast stations are anticipated. Contract is for 52 weeks. Agency is Schwimmer & Scott, Chicago.

XUM



BOSTON LEADS THE NATION

WITH $200,000,000 in THE HOLLYWOOD BOND CAVALCADE

ROUTE	DATES	BOND SALES
WASHINGTON (Presidential Broadcast)	SEPTEMBER 8	
PHILADELPHIA	SEPTEMBER 9	$100,000,000
BOSTON	" 10	200,000,000
NEW YORK	" 11	152,962,500
PITTSBURGH	" 12	87,000,000
CLEVELAND	" 13	143,702,000
DETROIT	" 14	47,000,000
CINCINNATI	" 15	19,961,064
CHICAGO	" 16	150,000,000
MINNEAPOLIS	" 17	19,512,000
ST. LOUIS	" 18	32,941,655
NEW ORLEANS	" 20	39,015,000
FT. WORTH	" 21	13,110,000
DALLAS	" 21	37,518,000
SAN ANTONIO	" 22	15,250,000
SAN FRANCISCO	" 25	21,614,600
LOS ANGELES (Welcome Home Reception)	26	
GRAND TOTAL		$1,079,586,819

WORL LEADS IN BOSTON

AS AN INDEPENDENT

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

KGNF Transfer Adds to NBC Net

WOW President Promises Listeners Fine Service

WITH CONSENT of the FCC last week to voluntary assignment of the license of KGNF from the Great Plains Broadcasting Co. to Radio Station WOW Inc., Omaha, for $40,000, listeners in North Platte and far western Nebraska are to have NBC network service, according to John J. Gillin Jr., president of WOW. Application for the transfer was filed with the FCC last September.

The Commission at the same time granted application for a construction permit to change the frequency from 1460 to 1240 kc, increase power from 1 kw daytime to 250 w unlimited and make changes in the transmitting equipment. KGNF, which has operated heretofore only from sunrise to sunset, is to operate on a 16-to-18-hour schedule, seven days a week, Mr. Gillin said.

'Best Little Station'

KGNF was established in 1930, and has been operated since then by the Great Plains Broadcasting Co., of which W. I. LeBarron was president and Mrs. LeBarron general manager. It is expected that the coverage area of the station will be extended by the change in wavelength. KGNF now serves the area within a 75-mile radius of North Platte.

KGNF became interested in the North Platte station when Mr. and Mrs. LeBarron indicated they wanted to retire from the radio business. "We expect to give the people of North Platte and western Nebraska the finest radio program service we can possibly get. In addition to NBC network programs, KGNF will present many fine transcribed national programs and the best possible local features," Mr. Gillin said. No expense will be spared to make KGNF "the best little station in the country", said Mr. Gillin.

WAGE Sale Granted

SENTINEL BROADCASTING Corp., licensee of WAGE Syracuse, was last week granted permission by the FCC to assign its license to WAGE Inc., a new corporation whose organization, it was stated in the application, was for the purpose of strengthening the financial status of the station in anticipation of future FM and television developments [BROADCASTING, Oct. 25]. The new organization retains the same officers and directors now serving Sentinel.

Prudential Change

FOLLOWING withdrawal after the Nov. 21 broadcast of Deems Taylor as commentator on the *Prudential Family Hour* on CBS, the Prudential Insurance Co. of America, New York, has started Jose Ferrer as highlight actor and commentator on the Sunday afternoon musical show, and Reed Kennedy, baritone, as featured singer. Agency is Benton & Bowles, New York.

PISTOL PACKIN' Patrolman Helen Sanders of the Army's Oklahoma City Air Depot explains a Flying Fortress belly turret to Robert McCormick, NBC commentator and Edgar T. Bell, general manager of WKY Oklahoma City, at the first National Clinic of Domestic Aviation Planning, held at Oklahoma City, Nov. 11, 12, 13. Mr. McCormick covered the convention for NBC through WKY facilities.

Straus 'Welcome'

NATHAN STRAUS, president of WMCA New York, entertained the station employes at a "welcome" party at the Hotel Astor, New York, last Friday, a week after the same group had been guests at a farewell party given by the station's former owner, Edward J. Noble, chairman of the board of the BLUE Network. Ownership of WMCA was transferred to Cosmopolitan Broadcasting Corp., formed by Mr. Straus and Davega-City Radio Inc. to own and operate the station, on Nov. 20, following the receipt of FCC approval of the transfer on Nov. 16. Donald Flamm, owner of WMCA before its purchase by Mr. Noble three years ago, is suing for a rescission of that sale, and will probably now join the new owners in the case.

Ask WDSU Assignment

ASSIGNMENT of the license of WDSU and a New Orleans permit for an increase in power to 5 kw to Stephens Broadcasting Co. was asked in an application to the FCC last week by WDSU Inc. The new company is a partnership composed of E. A. Stephens, Fred Weber, and H. G. Wall, who purchased WDSU, last August from J. H. Uhalt, sole owner of the station. The partners retain the same interest in the new company as in the corporation, Messrs. Stephens, Weber and Wall having respectively 50%, 37½%, and 12½% [BROADCASTING, Sept. 6].

Pudding Participations

TAYLOR-REED Corp., Mamaroneck, N. Y., is promoting Tumbo pudding with thrice-weekly participations on WEAF and WOR New York, with weekly sponsorship of Quincy Howe on WABC, New York. Live commercials feature the B, and Iron content of the desserts. Agency is Tracy Kent & Co., New York.

LEHIGH ASKS FCC OK OF STOCK SALE

LEHIGH VALLEY BROADCASTING Co., licensee of WCBA-WSAN Allentown, Pa., applied to the FCC last week for approval of the sale of 495 shares of stock owned by the Allentown Call Publishing Co. to Royal W. Weiler (50), J. Calvin Shumberger Sr. (165), David A. Miller (15), Fred W. Weiler (115), Samuel W. Miller (50), Donald P. Miller (50), and Miller Associates (50).

This comprises 496 shares (77.14%), which are prorated substantially according to the percentage of stock owned by this same group in the Call Publishing Co. B. Bryan Musselman, a clergyman, retains 147 shares (22.86%) and the Call Co. one share of Lehigh stock not involved in the transfer.

Mr. Shumberger is vice-president and controller of the Call Publishing Co., Royal Weiler is president and general manager, David Miller is vice-president and managing editor. All three are officers and directors of the Lehigh Broadcasting Co.

Butcher Resigns

BLAYNE R. BUTCHER has resigned as radio director of Ward Wheelock Co., New York, effective Dec. 1. He has not announced his plans. Mr. Butcher joined the company last May. He was previously an executive in the radio department of Lennen & Mitchell, New York, for nine years. His duties at Ward Wheelock included supervision of *Radio Reader's Digest*, CBS program sponsored by Campbell Soup Co.

Mr. Butcher

Salute to Bakers

AS A SALUTE to the baking industry of America, Standard Brands, New York, on Dec. 21 is sponsoring a special one-hour Christmas variety program on CBS, featuring such stars of radio and screen as Edgar Bergen, Don Ameche, Bob Burns, Dorothy Lamour and others not yet lined up. Heard on the full CBS network, 10-11 p.m. (EWT), the show will be entitled "The Bakers of America Present", and will be promoted extensively by local bakeries around the theme of "Fleischman's new bread is basic." Agency in charge is Arthur Kudner Inc., New York.

WKST Control Changes

WKST New Castle, Pa., last week received FCC approval for the acquisition of control by Wanda E. Townsend and S. W. Townsend through transfer of 80 shares (36%) of stock from Joseph Thomas to Wanda Townsend, wife of S. W. Townsend, president and treasurer of the station, for $8,300. The transfer gives Mr. and Mrs. Townsend a combined total of 72%. The application stated that Mr. Thomas desired to withdraw from the business in order to devote full time to a job as secretary and counsel with the Firestone Tire & Rubber Co.

AMONG THOSE attending the annual football luncheon of the San Francisco Advertising Club were (l to r); Lt. Spike Nelson, coach of the Moraga Air Devils (Navy Pre-Flight School at Moraga, Cal.); Harold R. Deal, advertising and sales promotion manager of Tide Water Associated Oil Co. now in its 18th year of football sportscasting; Lt. Bill Kern, coach of the Pre-Flighters at Del Monte, Cal.

Gillette Adds

GILLETTE SAFETY RAZOR Co., Boston, has added 11 CBS stations to the group carrying each of the New Year's Day football games in the Orange and Sugar Bowls, making the total for each game 130 stations in this country. The Sugar Bowl classic, at 3:45 p.m., will also be heard on three CBS foreign outlets—two in Hawaii, and one in Puerto Rico, while the Orange Bowl game at 3:30 p.m. will also be carried on the CBS Puerto Rican station. Agency is Maxon Inc., New York.

Joint Sponsors

AMERICAN AIRCRAFT Institute, Chicago, and Fred Harvey Restaurants, Chicago, on Nov. 22 began joint sponsorship of a one-hour musical program titled *Something Old, Something New*, featuring Don Norman, Mondays through Thursdays on WAAF Chicago. Contracts are for 13 weeks. Agency for American Aircraft is Raymond Hutchins, Chicago. Agency for Harvey Restaurants is George Hartman Co., Chicago.

Biggar From Britain

GEORGE C. BIGGAR, program director of WLW Cincinnati, in England as guest of the British Information Service, will be heard on four shortwave pickups from the BBC in London, transcribed for WLW's *Everybody's Farm Hour* program. Broadcasts were scheduled Nov. 24, Dec. 4, 6, 9.

Utility Series

COMMONWEALTH EDISON Co., Chicago, on Nov. 23 began sponsorship of a quarter-hour transcribed series, *Dick Tracy*, on WENR Chicago, Tuesdays and Thursdays. Contract is for six weeks. Agency is Foote, Cone & Belding, Chicago.

EDMUND B. (Tiny) RUFFNER, most recent vice-president in charge of the Hollywood office of Ruthrauff & Ryan, on Dec. 6 joins WOR New York as director of daytime programs succeeding Ray Nelson, who has resigned to enter commercial radio.

"They Tell Me I'm a Typical-Looking NEBRASKA FARMER

—and that you'll be seeing me often in these KFAB ads. And that's all right with me, because I figure you and I have a lot in common and ought to get acquainted. You're my customer and I'm your customer.

I'm one of the thousands of farmers in the KFAB area who are busy raising grains and meats and food products that are later shipped to you. And, if you're in business, you probably have something to do with supplying us with some of the many products we need.

I guess it is because we are doing business together that KFAB wants us to get acquainted.

They tell me that in the next ad you will see me as a business man. Believe me, farming is a business...a mighty good business these days.

Later you will meet my family and you'll understand why I'm so proud of them and so anxious to give them all the good things of life. Now, thanks to good crops and good prices, I'm in a position to buy the things we need and want. So, if you have something to sell, just remember that we will be listening to KFAB. It's a habit we have all had since that friendly neighbor came into our homes 20 years ago."

"The **BIG** *Farmer of the Central States"*

KFAB

LINCOLN, NEBRASKA

780 KC - 10,000 WATTS BASIC COLUMBIA

Represented by EDWARD PETRY COMPANY

OWI Spots Under Sponsorship Policy To Be Transcribed 50 Seconds Long

BECAUSE of the six-to-seven-week interval required for preparation and recording of OWI war messages, it will not be possible to put the announcements on a fully sponsorable basis any earlier than beginning the week of Jan. 17, according to William F. Fairbanks, chief of the Allocations Division of the OWI Domestic Radio Bureau.

As announced in BROADCASTING last week, it was decided at a meeting with OWI regional station relations in Washington Nov. 19 to record all station announcements 50 seconds long and make them available for sale to local sponsors beginning Jan. 15. Since the week actually begins on Monday the 17th, it is planned to record all of the messages on the new basis for broadcast beginning that date. Other factors which interfere with any earlier change are that so many of the messages have already been written and that recordings are cut for two weeks at a time.

Easy Solution

The decision to permit local sponsorship of all station announcements is seen as a simple solution for several perplexing problems. The burden of selling is placed entirely on the station and there is no longer any need for OWI to decide whether or not a campaign ought to be sponsored. That question will now be decided by radio salesmanship, which must reach the advertiser who is interested in sponsoring war information material on a given subject. This puts radio on much the same basis as the press, so far as war message material is concerned.

Mr. Fairbanks pointed out some stations will prefer not to sell the announcements and will carry them entirely as a contribution to the war effort; others will sell them as a step toward giving the messages better time position, while in many instances sponsorship by local concerns will be sought as contributing to the effectiveness of a given campaign.

Only one new campaign appears in the OWI Packet table for the week of Dec. 20. This is the appeal for coal miners. Three thousand strong, able-bodied men, preferably men with coal mining experience, are needed immediately to man coal mines in Colorado, Utah, Wyoming, Washington, and Montana. The announcements will urge qualified men to report immediately to their nearest U. S. Employment Service Office for these vital, well-paid war jobs.

The Save Critical Resources campaign, added late last week to the schedule for Dec. 13, and to be repeated the week of Dec. 20, is an emergency drive on the Network Plan, aimed at fuel conservation. Fact Sheet No. 182, based on material supplied by the War Production Board, points out that America is moving into a serious fuel shortage. All fuels—coal, oil and gas—are short, and the national requirements are interdependent. What seems to have called for the emergency action via the network announcements is the "hard fact that we do not have enough coal to go around." It is said that if every man now employed in the nation's mines were to work every day the mines could operate, there would still be a shortage of coal to meet total requirements during 1944. During the week of Oct. 18-24, the Solid Fuels Administration diverted the production of 1,800 mines to retail yards for emergency domestic heating use. It may not be possible to do this should the need arise again.

Two Angles

Thus, radio war messages for the week of Dec. 20 are tackling the fuel problem from two angles—recruiting of mine labor, and consumer conservation of coal and other fuels interchangeable with coal.

No announcements are scheduled on the Network Plan for Christmas Day, inasmuch as so many network programs are specially written for the holiday.

Got the News

UTILIZING a middle local-announcement break in Carey Longmire's NBC war commentary, Jack Peterson, news editor of WIS Columbia, S. C., gave station's listeners a local bulletin involving a gun battle in which police killed a South Carolinian. Longmire is sponsored on WIS by McKesson & Robbins Mondays, Wednesdays and Fridays, but local story broke on sustaining day during first part of Longmire's newscast and Peterson took advantage of local announcement break. Otherwise listeners wouldn't have gotten the story for several hours.

CATCHING UP on current radio events, Lt. Peter Roebeck, formerly of CBS Hollywood transcription department, chatted with Ben Paley (left), supervisor of CBS West Coast production operations, during his recent furlough. An AAF bombardier, Lt. Roebeck has received the Order of the Purple Heart and Distinguished Flying Cross with two clusters. His Flying Fortress was shot down over the Mediterranean by a German-manned, captured P-38. Lt. Roebeck spent 60 hours in the water before being rescued.

Sealtest Cast Stays

REJECTING an offer of American Tobacco Co. (Luckies) to head a new network variety show, Joan Davis, comedienne, will continue to be starred on the weekly NBC *Joan Davis-Jack Haley* program sponsored by Sealtest Inc. New 52-week contract negotiated with the agency, McKee & Albright, is said to give Miss Davis full control over all elements of her current show, with a considerable salary increase. The reported offer by American Tobacco Co. was $15,000 weekly and a non-cancellable 65-week contract.

RALPH HACKBUSH, vice-president of Stromberg-Carlson Telephone Mfg. Co. of Canada Ltd., Toronto, has returned to the company after being on loan to the radio division of the wartime government-owned Research Enterprises Ltd., Toronto. He has been appointed managing director of the Canadian Stromberg Co., and recently was elected vice-president of the Institute of Radio Engineers.

OWI PACKET, WEEK DEC. 20

Check the list below to find the war message announcements you will broadcast during the week beginning Dec. 20. Sell the spots officially designated for sponsorship. Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Bonds For Christmas Gifts*	X	X	X	X	X	--	--
Army Aviation Cadets	X	--	X	--	X	--	--
Stick to Your War Job	--	--	--	X	X	X	--
SPARS Recruiting	--	X	X	--	--	--	--
Coal Miners	--	--	--	--	--	--	X
Careless Talk	X	--	--	--	--	--	--
Save Critical Resources	X	--	--	--	--	--	--

See OWI Schedule of War Messages No. 87 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
*Station announcements 55 seconds—available for sponsorship.

PERSONAL LOG
WGY Chart Leads Listeners To Good Programs

FULLER ENJOYMENT from your radio is the plan behind the vigorous promotion campaign WGY Schenectady has launched in newspapers and on the air, for its "Calendar for Good Listening." The calendar includes program logs for every day in the week, to be filled out by the listener, with spaces for special programs as well as those regularly scheduled.

In addition, the booklet features a WGY program listing and pictures and highlights about WGY entertainers. The series of ads to acquaint the public with the Calendar stresses radio's role now in gas-rationed times, as the richest source of entertainment. Calendars are available to listeners who write a card to WGY, the NBC G-E station.

Humphrey to N. Y.

H. B. HUMPHREY Co., Boston, has set up New York offices at 444 Madison Ave., with Frank S. Christian, account executive, in charge. Telephone number is Plaza 3-8000. In addition to handling some activities on all Humphrey accounts, the new branch does all the agency's placement for General Aircraft Corp., manufacturer of the "Skyfarer" plane. New York office handles very little radio at present. Boston office now handles *Christian Science Monitor* radio activities.

'Mrs. Miniver' Series

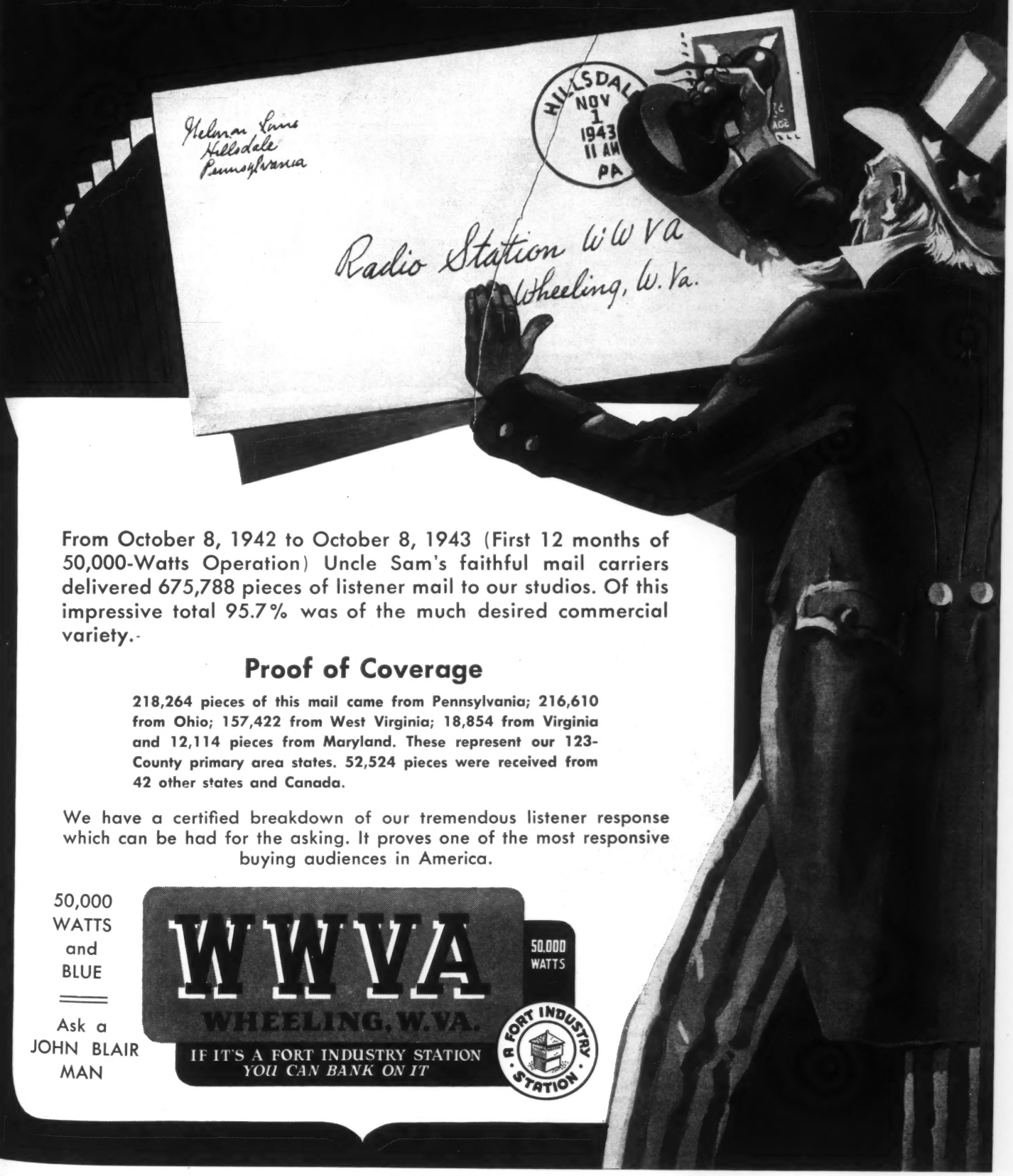
"MRS. MINIVER", the M-G-M picture, becomes a radio series Dec. 3 produced by CBS in collaboration with Henry Souvaine Inc., who has acquired radio rights from M-G-M and Jan Struther, author of the book. Presented as a complete episode each week, the series will be heard Fridays, 11:30 p.m.-12 midnight, and will deal with experiences of the Minivers in the United States.

WTBO, in Cumberland, To Join NBC on Jan. 1

WTBO CUMBERLAND, Md., will become an NBC outlet Jan. 1, according to an announcement last week by Mrs. Aurelia S. Becker, president and general manager. The station last month was authorized by the FCC to operate full time on 1450 kc. with 250 watts, after having operated daytime on 820 kc. for several years. Mrs. Becker also announced that effective Dec. 1, Dale Robertson, general manager of WARM Scranton, joins WTBO as station and commercial manager. Mr. Robertson has managed the Scranton station since April 1941. He formerly served with WIBM Jackson, Mich., and also has managed WIBX Utica, WBAX Wilkes-Barre, and KGGM Albuquerque.

Mr. Robertson

675,788 Cancellations



From October 8, 1942 to October 8, 1943 (First 12 months of 50,000-Watts Operation) Uncle Sam's faithful mail carriers delivered 675,788 pieces of listener mail to our studios. Of this impressive total 95.7% was of the much desired commercial variety.

Proof of Coverage

218,264 pieces of this mail came from Pennsylvania; 216,610 from Ohio; 157,422 from West Virginia; 18,854 from Virginia and 12,114 pieces from Maryland. These represent our 123-County primary area states. 52,524 pieces were received from 42 other states and Canada.

We have a certified breakdown of our tremendous listener response which can be had for the asking. It proves one of the most responsive buying audiences in America.

50,000 WATTS and BLUE

Ask a JOHN BLAIR MAN

WWVA

50,000 WATTS

WHEELING, W. VA.

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

A FORT INDUSTRY STATION

WMC Grants 40-Hour Week For Detroit Radio Employes

Only Engineers Excepted in Critical Labor Area Decision by Michigan Office

BROADCASTERS of Detroit, a critical labor area, have been given permission to continue employes, except technicians, on a 40-hour week, under an opinion by the Michigan State office of the War Manpower Commission. The decision is viewed with interest by 76 other critical labor areas.

The broadcasters' petition, filed by Raymond J. Meurer, general counsel for King-Trendle Broadcasting Corp. (WXYZ and Michigan Radio Network), also was in behalf of stations WJR WWJ WJBK and WJHB Detroit, along with CKLW Windsor-Detroit, the latter a Canadian station which maintains studios in Detroit.

Engineers Interchangeable

After receiving the petition, the WMC granted the broadcasters' request to maintain the 40-hour schedule, except for technicians who are employed under contract with the IBEW on a 44-hour basis. The Commission ruled that technicians should operate on a 48-hour week because these jobs are interchangeable, but it held that this condition "does not apply to other radio broadcasting jobs".

The petition listed working schedules of the various classifications of WXYZ employes. The schedules, the petition concluded, "should demonstrate that petitioner has made the fullest possible utilization of the services of all employes in its various departments consistent with peak-load requirements of the station and their respective physical capabilities".

Technicians only have been on a schedule in excess of 40 hours, it was set forth, the 44-hour schedule for this class of employes effecting "the fullest possible utilization of their services consistent with the peak-load factor and which also permits petitioner to handle emergency situations".

A foreword to the petition called attention to the importance of the time element in radio broadcasting operations, stating that "the ever-present factor of split-second precision timing is therefore pertinent to a marked degree in making a determination of its manpower requirements".

Citing Congressional testimony to prove its contention that "no industry has been more highly regulated by Government authority than the radio broadcasting industry", the petition asserted that "overlapping jurisdictions of Government might well place the industry in a position of being unable to fulfill the requirements for which it was ordained, namely, *public service.*"

The petition listed the following station personnel as having unlimited hours: director of operations, general manager, general counsel, sales manager, promotion and publicity manager, merchandising manager, station manager, studio production manager. All other personnel were listed as working 40 hours or under union jurisdiction and not subject to scheduling.

Under a classification embracing the traffic and operations department, in which the employes average 40 hours, the petition stated that these activities are of a highly specialized task which is not interchangeable.

It was stated that hours and duties of sales department representatives do not permit a given schedule of operations, that these employes are paid on a commission basis and are not subject to the Fair Labor Standards Act.

The petition listed five employes of the accounting department, each having separate and distinct duties, scheduled on a 40-hour basis. None of these positions, it was stated, is interchangeable.

The petition declared that actors, announcers, singers and sound effects employes are under the jurisdiction of AFRA and because of the nature of their work are not subject to scheduling on a 48-hour basis. The same applied to musicians, arrangers and copyists as well as librarians under the jurisdiction of AFM.

Writers and special events announcers and news commentators, together with the transcription librarians, because of their work, are not subject to scheduling on a 48-hour basis, the petition stated.

WCHS' Wish

PERSISTENCE, thy name is Charleston. The West Virginia city wants an airport—badly. So, since Nov. 4, WCHS, key station of the West Virginia Network has doggedly repeated with each station-break, "This is WCHS Charleston—the only city of its size in America *without* an airport." Station director Howard L. Chernoff says the announcement will be discontinued—*when* Charleston gets the airport.

Opper Joins Blue

BY ARRANGEMENT with the Chinese Government, the BLUE is now using the Chinese official receiving post in Ventura, Cal., as a relay point for all BLUE broadcasts picked up from Chungking. Frederick B. Opper, editor of the recently revived *Shanghai Evening Post & Mercury* in Free China, has been appointed BLUE foreign correspondent, and is to be heard from Chungking on the Sunday *War Journal.* Imprisoned by the Japanese on Pearl Harbor day, Mr. Opper was returned on the exchange ship *Gripsholm* in August 1942 to New York, where he set up a local edition of his newspaper. He left for China in July of this year.

Study Video Clarity

RESULTS of a field survey of the three television transmitters in the New York territory will be given by Allen B. Du Mont, president, and Thomas T. Goldsmith Jr., of the Allen B. Du Mont Labs., at a joint meeting Dec. 1 in New York of the IRE and the Radio Club of America. Dealing extensively with the multi-path problem in television broadcasting which causes multiple pattern in the received pictures, the findings show that the lower frequency channels provide the least multi-path interference in a metropolitan territory such as New York City.

RADIO AWARD for 1943, given by Hillman Periodicals' Women's Group to a program "outstanding in its contribution to the stimulation of intelligent interest in good music and its novel presentation of material," goes to *Salute to Youth,* NBC series sponsored by Goodyear Tire & Rubber Co. Mary Rollins, editor-in-chief of the women's group of Hillman magazines, presents the plaque to Raymond Paige, musical conductor of the program. Looking on (left to right) are Nadine Connor, Metropolitan Opera star; Alan Ward of Arthur Kudner Inc., New York, who directs the show; Ben Larson, producer, general manager of WWDC Washington, and Quentin Reynolds, featured as "front line reporter".

DAVID LEAVES FCC FOR DUTY IN NAV

NATHAN DAVID, assistant counsel without portfolio, of the FC was to report for duty Nov. 27 the Navy in Washington. No su cessor has be named to his FC post. He volu teered for indu tion. Mr. Dav was appointed the law depar ment of the FC in January 194 and in July 19 was made chief the litigation se tion. From Au gust of that year until early 1942 he was radio liaison offic for Col. William J. Donovan, C ordinator of Information. Retur ing to the FCC, Mr. David becam head of the war problems divisi in the law department, and in O tober 1942 he was made assistan general counsel.

Mr. David

Mr. David was a graduate *na cum laude* of Yale, 1934, and the Harvard Law School in 19 He served two years on the Ha *vard Law Review,* the second yea as case editor. Following his grad uation he joined the Boston law firm of Burns & Brandon, speciali izing in work involving the Securi ties & Exchange, Public Utilitie Holding Company, Fair Labor Standards, and Labor Relations acts and motor vehicles regula tions. Mr. David was born at Som erville, Mass., Aug. 1, 1913. He is married and has two children.

AFRA Elects

NEW YORK local of AFRA has elected 22 to be members of the Local Board for the coming year. Of this number, one is a representative for sound effects men who may be given full membership. Actors elected are Bill Adams, Alan Bunce, Ted deCorsia, Eric Dressler, Carl Eastman, House Jameson, Jay Jostyn, Anne Seymour and Ned Wever. Announcers: Milton J. Cross, Ben Grauer, Hugh James, George A. Putnam, and Ken Roberts. Singers: Crane Calder, Phil Duey, Travis Johnson, Jack Keating, Felix Knight, Evelyn MacGregor and Alex McKee. Representative elected for the sound effects men is M. C. Brackhausen.

News Listening Down

TOTAL LISTENING in the New York area in October rose 15.3% over the average for 1942, and gained 3.7% over the first nine months of 1943, but news program audiences decreased for the first time since Pearl Harbor, according to the October newsletter of The Pulse of New York. Development is interpreted as evidence that news interest has reached the saturation point. The report discloses that launching of "active American acts of war", with the accompanying element of suspense, draws larger listening interest than allied victories, defeats, and concluded campaigns.

JOHN MacVANE, NBC foreign correspondent now stationed in London, is the author of *Journey into War,* book on the North African Campaign. Published last week by Appleton-Century ($3).

XUM

'IN JUST 10 DAYS, FOLKS'

42,758 wrote for WNAX tower picture

51,467 wrote for WNAX program schedule

AND HERE'S WHAT IT ADDS UP TO:

Each letter represents a personal interest in programs scheduled by the Big Aggie station, WNAX.

So the figures add up to something far beyond a new record in WNAX mail. More important, they reflect the keen neighborly interest that folks in Minnesota, Iowa, Nebraska, North Dakota and South Dakota take in WNAX.

For years, WNAX has been top farm station on the Columbia network, serving a market of four million people, of whom 82% live on farms.

Now, with "America's Tallest Radio Tower" and a five-fold increase in night-power, engineers estimate that WNAX is heard by 25% to 40% more families than ever before . . . families living in an area whose tremendous production (and income) will continue undiminished in postwar years . . . families to whom WNAX is a friend in whose words and whose advertisers they believe.

COUNTY BY COUNTY MAIL MAPS ARE AVAILABLE. WRITE FOR YOURS TODAY

America's **TALLEST** Radio Tower

570 on the dial **WNAX** SIOUX CITY · YANKTON

Merchandising & Promotion

House Organ for Clients—Comic Strip Basis
Weather Service Ads—Of Feminine Interest

STRESSING the type of buyers in a certain locality rather than numerical audience, WLS Chicago, through its president, Burridge D. Butler, and the Mitchell-Faust Adv. Agency, Chicago, has launched a unique advertising campaign. Conceived from the philosophy of Mr. Butler, which contends that the people of Illinois and nearby, of Michigan, Wisconsin and Indiana, hold to the same thinking as that of Abraham Lincoln, Mitchell-Faust will distribute to agencies and advertising managers a booklet, "How to Talk to the People of Lincoln Land." Without attempting to tell advertising people how to write copy, the pamphlet of messages will demonstrate the sort of appeal to which the people of the area best respond. Campaign will extend through next June and will utilize daily newspapers, trade publications and certain other national magazines.

* * *

House Organ for Clients

FOUR page house organ prepared exclusively for the program directors of the 123 stations carrying the 1943-44 schedule of its client, the Dr. L. D. Le Gear Medicine Co., St. Louis, has been released by Simmonds & Simmonds, Chicago, agency handling the account. Printed in brown on yellow stock, the 8½ x 5½ folder, titled *Dr. LeGear Radio Round-up*, tells of the pioneer veterinary's 50 years of study in pharmaceuticals for live stock, poultry and dogs, and in news style columns relates mail pull, farm aids, prescriptions; illustrates entertainers on LeGear programs and lists the stations carrying the 26 week campaign.

* * *

Service Cards

TO KEEP druggists and grocers informed of manufacturers' current radio advertising support, KQW San Francisco has produced an eye-catching service bulletin card. Card is inscribed with name of the manufacturer and the product being advertised, together with the name of the program, the date and time of the broadcast, and is mailed to all grocers and druggists in the San Francisco area.

* * *

Met Anniversary

WINDOW DISPLAYS of New York stores cooperating in window promotion for the opening night of the Metropolitan Opera Diamond Jubile Season, will be judged by a committee including S. M. Birch, advertising manager of Texas Co., sponsors of Opera broadcasts on the BLUE, and Tevis Huhn, radio director of Warwick & Legler, agency for Sherwin-Williams Co., sponsors of Opera auditions on the same network.

* * *

Comic Strip Basis

IN REVERSE of the usual sequence whereby radio borrows program material from established magazine features, radio script for *Chick Carter*, juvenile detective series started on Mutual several months ago, is the basis of a new comic strip in *Shadow Comics Magazine*. Radio series is building up a Chick Carter following through its "Inner Circle" Club.

Fred Allen Plugs

FRED ALLEN's return to CBS Dec. 12 will be heralded by his sponsor, Texas Co., with tie-in ads in 2,600 weekly and 200 Metropolitan Sunday newspapers. Space and rate of insertion have not been determined. The network will promote the comedian's comeback in the December issues of *The New Yorker, Harper's* and the *Atlantic Monthly*, as part of its current series of "Listen" ads in these magazines. A "Fred Allen" poster will be circulated among stations for redistribution as part of the CBS recently inaugurated program promotion plan. Stations will also receive brochures containing suggestions for ads and publicity.

* * *

Weather Service Ads

ONE-MINUTE weather report is worth publicising according to Paragon Oil Co., Brooklyn, now running an ad in the Sunday section of the *Times, News* and *Journal American* to draw the attention of the housewife, key person in the purchasing of fuel oil for the home, to the service on WHN New York. Insertions are carried for the duration of a 4-week Nov. 8-Dec. 4 test on WHN. Paragon has taken the one-minute weather report Monday through Saturday in the 7:30 a.m. period following a news program.

In WLW Faxfile

REVIEW of the WLW Cincinnati Hooper Audience Ratings, in the Mid-winter 1943 report, has been released by WLW's Faxfile, titled "The Listening Finger Points". The first portion reprints the Hooper findings, dealing with the area covered by the station and listener reaction. Second half is a supplemental report comparing the amount and distribution of WLW listening with that of other stations in the primary area.

* * *

Booklet Questionnaire

WLIB Brooklyn is mailing to all subscribers its *Master Program* booklet, a 17-point questionnaire to assist the station's program department on WLIB's listener likes and dislikes. Queries ask for program preferences by title and type, number of hours tuned to WLIB per day, effect on buying habits by WLIB commercials, comments, suggestions and criticisms.

* * *

Of Feminine Interest

TIPS on recipes, beauty care and other subjects of feminine interest are contributed by the BLUE's feminine talent to a mimeographed sheet titled "Blue Belles," which the network sends to women's page editors.

PHOTOGENIC FARMER is Al... Ebers, near Seward, Neb., who ... been selected by KFAB Lincoln ... "Nebraska's Typical Look... Farmer". Hugh Feltis, station m... ager announces that Ebers' pict... and photos of his family, will ... used regularly in KFAB adver... ing. Pictures of over 100 farm... were entered in competition, wh... gave KFAB many opportunities ... become acquainted with its fa... listeners. Theme of the Ebers ... will be the new KFAB slog... "The BIG Farmer of the Cent... States."

* * *

Newsmen Reactions

REACTIONS of 7 newspaper ed... tors and publishers on NBC *Vo... of a Nation* are presented in ... single-fold black and grey pro... tional piece utilizing letter fa... similes, recently completed by ne... work Western division sales pr... motion department. Sponsor opi... ion of the sustaining series whi... is cooperatively sponsored on Pa... cific network stations, is repr... sented by a similar letter facsimi...

* * *

Listener Promotion

KGW Portland, Ore., has distri... buted 108,000 listener promotio... booklets to homes in the Portla... area. Printed in color, the 24 pa... booklet contains pictures of sta... heard on NBC and local progra... and also includes a brief history ... KGW's 21 years of service. Di... tribution was preceded by new... paper promotion and spot an... nouncements.

* * *

Wrigley Promotion

SCHOOL PARTIES of high school and collegiate students are being organized by Wm. Wrigley Jr. Co., Toronto, through advertising in student publications, to attend the *Wrigley Air Band* broadcasts Friday evenings on CFRB Toronto. Prebroadcast attractions are listed in the promotion.

* * *

For Studio Audiences

EVERYONE attending audience programs at WWL New Orleans is now presented with a booklet, *WWL Program Notes and Personalities*, which contains bits of news about the staff, photographs, and stories of the personalities in radio. Program notes and listings are also included.

ERIK BARNOUW, assistant manager of NBC's script division, has begun a weekly series of shortwave newscasts in Dutch to Holland for the Office of War Information. Mr. Barnouw's talks are also rebroadcast to Holland by the BBC.

G I CARAVAN AT THE PYRAMIDS

Hittenmark Hits Desert Trail to Dig Up Transcribed Stories for the Folks Back Home

HITTENMARK HAS HIT the trail—the desert trail—of the Middle East and promises to send back some warm wax for the radios of the folks at home. Maj. Gordon Hittenmark of NBC Washington fame, now with Army Public Relations, has the idea that there are some thrilling stories yet untold by the "forgotten men" on the supply lines of the Middle East, and he feels those at home would be interested.

So a caravan, complete with Maj. Hittenmark, Corp. Joseph (Jock) Raymond, formerly of Stromberg-Carlson, and Sgt. Wallace (Juke) Reed (l to r), command car and trailer has set out for the outposts, armed with machinery to record the GI voices. The major writes he "will interview them, take a picture of them at the mike, and send the record back to the station that the family listens to and the picture to the paper they read". The equipment is a torn-down British Mobile Recording set, rebuilt American style.

Question-Mark Hittenmark, as the major was known in Washington, used to awaken the Nation's Capital as WMAL's timekeeper. He also prodded Washingtonians into producing dimes for the Mile O'Dimes Paralysis Drive, and more dolls for the Christmas "Hittenmark's Doll House" in front of the Willard Hotel. After leaving NBC in March of this year, he was sent to his present overseas assignment. He has helped organize the Special Service radio network and many special forces programs now on the air.

U. S. Army Signal Corps Photo

Radio at the Rockpile

The University with 130,000,000 Students

A DEFINITE cultural factor in the lives of 130,000,000 people, NBC has enough ex-professors and instructors on its staff to stock a good medium-sized university.

For instance, the director of our Public Service Department is a former president of one of the world's greatest universities. Our director of the Music Division taught at a great musical institute. Our director of News and Special Events was managing director of a great press service. Our vice-president in charge of International Relations has visited and/or lived in 54 countries. So it goes down the line—men and women who have lived with and mastered their subjects.

In all, there are 682 pieces of sheepskin hanging around NBC —286 of them honorary degrees!

This is the "faculty" of NBC. This is the caliber of the people who guide its work, create its policies, shape its future.

A highly trained, imaginative personnel, a body of experienced experts, a group of people—from president to office boy—who are devoted to the task of making broadcasting better, richer, more adult and more effective throughout—*these are among the things that make NBC "The Network Most People Listen to Most."*

—The National Broadcasting Company

America's No. 1 Network—A SERVICE OF RADIO CORPORATION OF AMERICA

XUM

WHAT EVERY RADIO ADVERTISER SHOULD KNOW!

THE REYNOLDS METALS COMPANY, America's second largest manufacturer of aluminum, will build and operate an $18,000,000.00 plant in Memphis for the production of bomber parts.

Memphis welcomes this important addition to permanent war industry in this area . . . an addition that will mean approximately 2,000 additional workers.

And WMC, the NBC station for this territory, will undoubtedly influence the buying habits of a great many of them.

★

WMC

MEMPHIS, TENN.
5,000 WATTS
DAY AND NIGHT
★ ★ NBC NETWORK ★ ★

Member of
SOUTH CENTRAL
QUALITY NETWORK
WMC—Memphis
WJDX—Jackson, Miss.
KARK—Little Rock
WSMB—New Orleans
KWKH-KTBS—Shreveport

REPRESENTED BY
THE BRANHAM CO.

Owned and Operated by
THE COMMERCIAL APPEAL

New Disc Contract Described as First In History Providing Direct Payment

AN INSIGHT into the long-range thinking of the American Federation of Musicians regarding the future of its relationships with the recording industry, and the principle of payment direct to the union established by the new AFM recording contracts, is contained in a report of AFM President James C. Petrillo to his membership.

Since the AFM convention at which the report is usually submitted was omitted this year due to war conditions, it is being printed in three installments in the union paper, *The International Musician*, beginning in the November issue.

'Pioneers'

Describing the new contract as "the first in the history of labor-employer relationship wherein an employer gives money direct to a labor organization to provide employment for members of that organization," Mr. Petrillo states: "You, the members of the AFM, are the pioneers in this battle. Perhaps you and I will never reap the full benefits in the few years ahead, but certainly we are paving the way for the next generation in the music business, so they will not have to work and fight in competition with a machine that destroys their livelihood."

Reporting Decca estimates that if all record and transcription companies sign the contract the AFM will derive a postwar income of 3 or 4 million dollars annually in royalties, Mr. Petrillo continues: "But supposing we find that when the war is over it will be only two million or as low as one million dollars per year—the fight which was carried on by your officers was to establish a principle and that principle has been established and a concrete foundation laid for the future. . . .

"Keep in mind that this money, which is to be paid to the Federation, will be paid from the profits of the companies because the Office of Price Administration in Washington will not permit any of these companies to increase the sale price of the records. If these companies were permitted to increase the price of records anywhere from five to ten cents each, then the Federation would probably receive in the neighborhood of from 15 to 20 million dollars a year.

"ASCAP has been fighting since 1909, when they were successful in getting a law passed in Congress to get royalties on their music. Up to this date their entire income from theatres, hotels, radio stations, etc., is approximately 5 million dollars per year. They had a 34-year start on us. We certainly should be happy about our agreement."

They're 'Permanent'

An editorial in the same issue underlines Mr. Petrillo's statement as follows: "This is perhaps the first instance in the history of labor of an industry evincing a sense of responsibility toward the individuals from whom it must draw its living source of supply.

"For, make no mistake, this is not a case of an employer (i.e., the recording company) feeling it advisable to recompense a class of workers who have been displaced by a mechanical contrivance, pension off, as it were, the surplus hand-workers till their death relieves him of the problem. These payments are to be a *permanent* dispensation for musicians, not as a group outmoded by modern ingenuity, but as one made, through an extension of its scope, even more effective."

Beck Changes Plan

A. S. BECK SHOES, New York, has reduced its commercials from 60 to 30 seconds, and has placed them on a 109-time weekly basis on WMCA and WNEW New York, through Pettingell & Fenton, New York. Shoe store retains the musical jingle but eliminates descriptive reference to a survey, the basis of the jingle theme, that the A. S. Beck shoe is a favorite on Fifth Avenue. Original plan to use spot radio in other areas [BROADCASTING, Aug. 30], has been put aside due to limited merchandise. Beck has 65-70 stores in Greater New York area, and some 40 in other cities.

Ford Show Signed

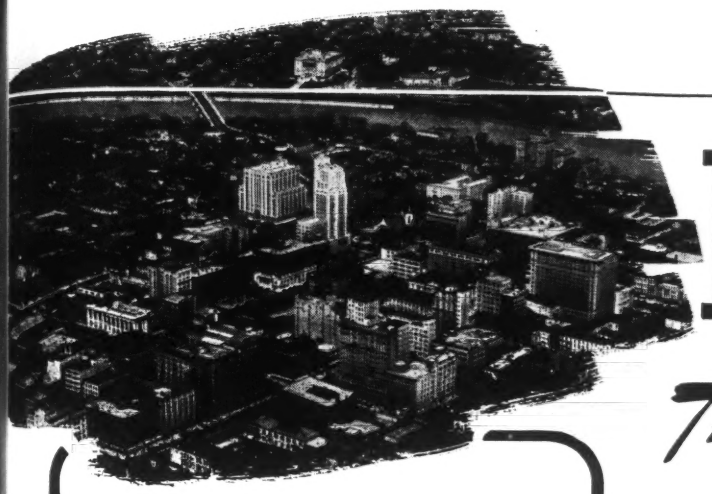
TED BATES Inc., New York, has signed a contract with "Senator" Art Ford, for four more years of the comedian's radio production *Can You Top This*. Program still had two years to run as of last October; it now is assured for the next six years, subject to 13-week cancellation clauses. Series is sponsored on NBC by Colgate-Palmolive-Peet Co., Jersey City, and on WOR New York by Kirkman's Soap Division of C-P-P. Both accounts are through Ted Bates Inc., New York.

Illegal Station Closed

CLOSING of illegal station, WDRS Boone, N. C., was announced by J. B. Meyers, monitoring officer in charge of the Raleigh, N. C. office of the FCC. The station, broadcasting on 790 kc, was operated by Kermit Irvin Dacus, who pleaded nolo contendere to the charge of operating a radio station without a license. He was fined $300 and placed on probation for three years. The station was operated on a commercial basis, carrying local advertising, according to Mr. Meyers.

SUBJECT of the fourth annual Health Education Conference of the New York Academy of Medicine, to be held in New York Dec. 14, will be "Radio in Health Education," according to an announcement last week by Dr. Iago Galdston, executive secretary of the academy's medical information bureau.

KENNETH THOMSON, executive secretary, Screen Actors Guild, has resigned effective Dec. 31, 1943, to join the William Morris Agency, talent management organization.



DAYTON, O.

The Land of Plenty

Yes, Dayton has plenty . . . plenty of opportunity for those who recognize the importance of the tremendous population increase, the constantly expanding market of higher salaried wage earners and the continuing need to house, clothe, feed and furnish the families of the Miami Valley with essential as well as luxury wants.

THE BIRTHPLACE OF AVIATION

★

WING

The Merchandise Mover

There are two important claims which a "top" radio station must be able to make. . . .

1. **It must be the advertising choice of local retailers and accepted by national manufacturers. . . .**
2. **It must have a vast number of regular listeners in its immediate trading area. . . .**

WING

enjoys both of these attributes in the greater Miami Valley market . . . in addition to responsive audience, retailers endorse it whole-heartedly as the low cost "message medium" with multiple effectiveness.

WING

is referred to as "the station that sells merchandise", so—don't just consider WING as merely another advertising medium . . . but decide that for prompt sales response . . . you must have . . .

★

**Figures compiled by the Dayton Chamber of Commerce.*

BUSINESS CONTINUES TO SHOW BIG GAINS FOR FIRST 9 MONTHS OF 1943 OVER 1942*

BANK DEBIT ($1,256,863,578)	UP	26%
BANK DEPOSITS ($163,889,685)	UP	2.4%
BANK CLEARINGS ($196,209,771)	UP	15%
DEPARTMENT STORE SALES	UP	15.6%
INDUSTRIAL POWER CONSUMPTION	UP	34.4%
POSTAL RECEIPTS	UP	7.4%
SALES TAX COLLECTIONS	UP	3.7%
LONG DISTANCE PHONE CALLS	UP	37.9%

BASIC BLUE—5,000 WATTS

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

Bonus: WIZE, Springfield, Ohio, is a bonus when WING is purchased on a national spot basis by adding 30% of the time cost on WING.

Weed and Co. NATIONAL REPRESENTATIVES

XUM

NORTH CAROLINA
is the
SOUTH'S NO. 1
AGRICULTURAL
STATE

CASH INCOME AND GOVT. PAYMENTS
Source: — Department of Agriculture, 1940

WPTF
with 50,000 Watts
in RALEIGH is
NORTH CAROLINA'S
No. 1
SALESMAN
NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

FOUR WHO STAGED the NAB Retail Presentation in Youngstown, O., were (l to r) Warren P. Williamson Jr., president and general manager of WKBN; Lew Avery, of NAB, m.c. of the program; George V. Thompson, of Strouss-Hirshberg Department Store, chairman of local retailers' committee, and Len Nasman, commercial manager of WFMJ. The capacity audience numbered over three hundred.

Throng in Dallas Shown NAB's Film

NAB Retail Film Draws 250; Repeat Shows Asked

MORE THAN 250 outstanding Dallas retailers and agency representatives formed the largest audience to see and hear the NAB "Air Force" film in the Southwest, with R. C. Dolbin, secretary of the Dallas Retail Merchants Assn. as chairman of the arrangements committee. Other committee members were Milton J. Pandres, advertising manager, Tiche-Goettinger Co.; Mrs. Thelma Gaines, president, Dallas Adv. League; and Harold McEwen, merchandise manager, A. Harris & Co., KGKO sponsored the showing.

Results of the showing in Tacoma, Washington, according to KMO, were "amazing", "a total success", with more than 200 business men and women in attendance. Early promotion and split-second timing in presentation of the program were credited with adding to the good impression on visitors.

The four-day presentation in New York has already brought requests from several department stores, a large industrial firm and motion picture producers for special repeat showings of "Air Force", according to James V. McConnell, WEAF, local chairman, and Lewis Avery, NAB director of broadcast advertising.

Press Takes Notice

The Saturday, Nov. 20 issue of *Editor & Publisher*, carries a commendatory review by T. S. Irvin, promotion columnist, who writes: "Radio has set an example of cooperation, of working together toward a single goal, which the newspaper industry cannot laugh off." The newspaper boys have been taking the stores for granted, he continues, adding "When an affectionate stranger comes along, he'll at least get a hearing."

In an editorial on the exhibit in the same issue, E & P calls upon all newspapers to review and overhaul their retailer relations. "It is sort of late for some to start who have been highhanded with their local merchants," but most newspapers can "resell" themselves again and again, it concludes.

Join Michigan Net

THREE MICHIGAN stations—WDBC Escanaba, WDMJ Marquette, and WKBZ Muskegon—become affiliated with the BLUE as members of the Michigan Network today (Nov. 29), bringing the total for the statewide network to ten and making a total of 174 affiliates for the BLUE. Owned by Delta Broadcasting Co., WDBC operates full time with 250 watts on 1490 kc. WDMJ, property of Lake Superior Broadcasting Co., operates full time with 250 watts on 1340 kc. Gordon H. Brozek is manager of both stations. Ashbacker Radio Corp. owns WKBZ, which operates full time with 250 watts on 1490 kc.

Storms Stop Pick-Ups

MAGNETIC STORMS developing over the Atlantic Nov. 21 gave both NBC and CBS trouble with some of their overseas pick-up programs, with the atmospheric disturbance seriously affecting NBC's *Army Hour*, 3:30-4 p.m., and the CBS half-hour program at 2:30 p.m. Admiral Radio's *World News Today*. The later show was unable to tune in Algiers, London, Cairo, Moscow or Stockholm. CBS also had trouble picking up Edward R. Murrow from London at 1:30 p.m., and NBC's Upton Close could not carry out plans to report from Italy at 3:15 p.m.

Sale of KEVE Asked

KEVE Everett, Wash., last week filed with the FCC an application for voluntary transfer of control of its license corporation, Cascade Broadcasting Corp., from Dr. J. R. Binyon and L. E. Walgren to A. W. Talbot. Action involves transfer of 125 shares of common stock at a total price of $27,500 (Binyon and Walgren each hold 62½ shares). Mr. Talbot, late purchaser of KGEZ, subject to FCC approval (BROADCASTING, Nov. 22), is owner of KEVR Seattle, which he purchased last May.

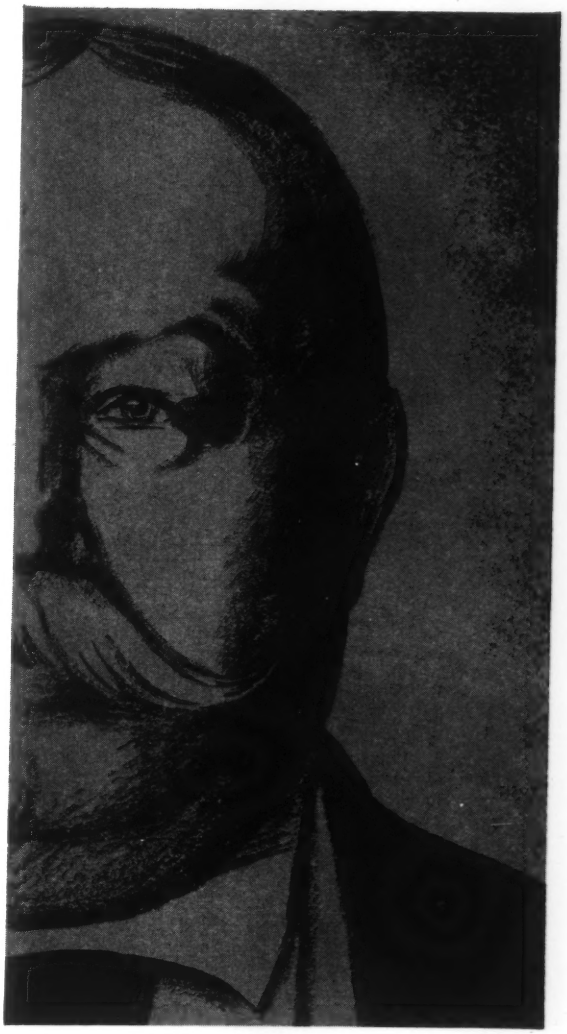
NEED for a limited number of graduate engineers who have had at least two years experience in electronics since graduation and who are not over 40 years of age has been announced by the Marine Corps. Those having these qualifications and who are interested in obtaining a commission in the Marine Corps should contact this branch of the service.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has added a division for production of the new Army Signal Corps lip microphone.

XUM

Can you see the entire picture? Who is it? Just for fun, jot it down on your memo pad and check with the answer next time!

Answer to preceding ad:
THOMAS EDISON



Buying Time

IS ONLY HALF THE PICTURE

You've got to buy the RIGHT time on the RIGHT station, for a successful campaign!

If you're considering the Baltimore market, WCBM is the RIGHT STATION. Here's why:

WCBM, BALTIMORE'S Blue Network Outlet offers you:

1. **Complete Baltimore coverage**
2. **A profitable market**
3. **Distinctive programming and a receptive audience**
4. **Economical rates**

It's a perfect selling picture . . . the reason so many of our advertisers find *IT'S EASY TO SELL WHEN YOU BUY* **WCBM!**

The BALTIMORE BLUE NETWORK OUTLET

WCBM

JOHN ELMER,
President

GEO. H. ROEDER,
Gen. Mgr.

FREE & PETERS, INC. *National Representatives*

How to Concentrate on a Million

From Nashville, center of a trade area of over a million listeners, WSIX broadcasts to a big, loyal listening audience that's ready to hear what you, Mr. National Advertiser, have to say.

Carrying the featured programs of both Mutual and Blue networks, this station has the power and frequency to deliver its signal effectively to this entire territory.

If you want to *concentrate* your radio efforts in this booming Nashville area, and at a coverage cost that will show *bigger profits*, we will be glad to show you what WSIX can do.

Spot Sales, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

RADIO SAVED MINNESOTA PEA CROP

Appeals by Air Brought Over 8,000 Harvesters; No Other Media Used

APPEALS by radio are credited with saving Minnesota's 1943 pea crop, the OWI Domestic Radio Bureau has been informed. More than 8,000 men, women, boys and girls from cities, towns, and Indian Reservations responded to pleas, made exclusively by radio, for help to harvest the crop which matured earlier than usual because of excessive heat.

When the emergency developed late last June, said a report from Hayle C. Cavanor, OWI regional station relations chief in Minneapolis, the immediate requirement from the War Manpower Commission was for 900 men to aid farmers and processors. Announcements were sent immediately to 12 radio stations covering areas in which canning factories are located.

Need for Help Grew

"The stations ran the announcements as often as every 30 minutes," Mr. Cavanor reported. "Within 36 hours, 3,000 men and boys over 16 had been recruited but WMC then reported that the canning factories had underestimated their need and that 5,000 to 6,000 were needed.

"When 6,000 men and boys had been recruited it was apparent that women and girls over 16 would have to be used to reach a total of 9,000, which was the figure finally decided upon." New announcements, stressing the need and calling for women and girls went out.

"Radio stations became so interested in the situation," the report continued, "that those located outside the Twin Cities telephoned the radio division long distance every day to ask 'How are we doing?' and to give bulletins such as 'We have just sent 360 Indians from the Blue Earth Reservations down to the canning factory at Le Seuer in school buses' or '25 business and professional men in this town have closed up shop for three days and are out picking peas'."

At the end of the second week, the report stated, 1,000 Jamaica Negroes, scheduled to come into Minnesota for the normal canning season, arrived. With those previously recruited, the needs were largely met.

"Due to the rush of the emergency," the report concluded, "the regional WMC office did not send any stories to the press. Radio did the job so fast it made their heads spin and they needed no further publicity."

S-B Xmas Special

STANDARD BRANDS Inc., New York (institutional), will sponsor a special 60-minute Christmas variety show on CBS stations, Tuesday, Dec. 21, 10-11 p.m. (EWT). Program will be shortwaved to the AEF. Talent line-up currently includes Don Ameche, Edgar Bergen, Bob Burns, Spike Jones and his City Slickers, Dorothy Lamour, Jose Iturbi and the Dudley Chambers Choral group. Many Manheim will write the show, with Earl Ebi as producer for J. Walter Thompson Co., agency.

Planters News

PLANTERS NUT & Chocolate Co., Wilkes-Barre, Pa. (peanut butter), in October and November began sponsorship of quarter-hour news programs Tuesdays and Thursdays on WBBM Chicago, Monday through Saturday on WHAM Rochester, and a quarter-hour musical program Monday through Saturday on KDKA Pittsburgh. Contracts are for 52 weeks. Agency is Goodkind, Joice & Morgan, Chicago.

POST WAR opportunity for 5,000,000 salesmen was predicted by Lee McCanne, secretary and assistant general manager of the Stromberg-Carlson Co., at a recent luncheon meeting of the Sales Executive Club in New York. Mr. McCanne presented four major principles which should guide selling to become most effective in the postwar period and he also outlined the sales course being provided for the Rochester war workers as it was prepared by the sales managers of some of the nation's largest sales corporations.

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS

RADIO WAR-GRAM

PUBLISHED BY

Western Electric

IN RECOGNITION OF THE INDUSTRY'S CONTRIBUTIONS TO THE WAR EFFORT

ITALIAN LANGUAGE BROADCASTS BY WOV PLAY VITAL WAR ROLE

Wartime broadcasting presents a special challenge to **WOV**, New York —which signs itself **WOV . . .** — for Victory. Its service to the public is twofold, for it broadcasts in English from 6:45 A.M. to 8 A.M.—in Italian from 8 A.M. to 6 P.M.—in English from 6 P.M. to midnight.

With the largest Italian-speaking audience in the world—not excepting Radio Rome—one of the principal functions of **WOV** is to keep Italo-Americans fully and accurately informed of the news in their own tongue, explain and clarify international events, help to weld this foreign-born segment of America into a unified, patriotic whole.

When Sicily was invaded, special news bulletins and features were flashed over **WOV** stressing the fact that this was not conquest but **liberation** for the Italian people and a great step toward peace.

Another aspect of this station's Italian language coverage of the news is the highly effective service being carried out in cooperation with the OWI. Axis propaganda, shortwaved from Europe, is recorded by Government agencies. These broadcasts—designed to divide and conquer—are answered immediately by "Italy Today," a program of commentary which refutes Axis lies with calm statements of truth. **WOV**, which conceived and inaugurated this valuable service, provides it also to **WCOP** in Boston, **WELI** in New Haven, **WPEN** in Philadelphia and **WGES** in Chicago.

During the hours that **WOV** broadcasts in English, it participates in many national and local war activities.

Certainly this station deserves a big hand for the powerful double-barreled job it is doing!

• • •—

Meet Margie Walton of WIP

One of the new crop of women radio technicians is Margaret Walton, of the staff of Control Room Engineers at **WIP**, Philadelphia. She was the first member of a class of eight women trained at **WIP**—in a course sponsored jointly by Philadelphia broadcasters and vocational schools —to land a job with a radio station. Margie—called "Butch" by her co-workers—holds a First Class Radio-'Phone Operator's License and is doing a first class job!

HELP WANTED

Faced with a total loss of 3,000 tons of tomatoes unless they were canned immediately, a West Coast packer turned to radio. Spot announcements over **KFVD** and **KRKD** in Los Angeles and **KFOX** in Long Beach brought 175 volunteers in less than two hours. Working all Saturday night and Sunday, these emergency workers processed some 72,000 cans of tomatoes!

To help the Coast Guard recruit 5000 SPARS by the end of the year, **KPO**, San Francisco, is airing a weekly series of recruitment programs.

A new program—"Job Counselor" —was started recently by **KLX** in Oakland, Cal., stressing the importance of doing war work and giving a resume of jobs available in that area.

To help harried housewives feed their families, **WOWO**, Fort Wayne, offers a Home Forum program weekly and has been conducting a canning school. **WNBC**, Hartford, gives helpful tips on rationed items, canning, shopping and cooking.

• • •—

Graybar (Western Electric Distributor in U. S. A.) stands ready to be of any possible service.

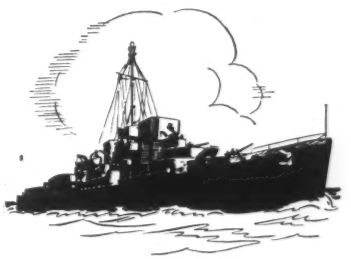
Let's talk about YOU!

If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York 7, N. Y. If suitable, we will use it in one of this series of War-Grams.

Like shooting ducks

Just as you must "lead" a duck—aim **ahead** of him in order to hit him —so an anti-aircraft gun must be aimed not at the plane but at a point far ahead of its observed position. The **electrical** Gun Director—one of Western Electric's many war products—instantly and continuously aims the guns with uncanny accuracy, puts enemy planes on the spot!

• • •—



DE boat named for KLZ engineer

Ensign Thomas A. McClelland, U.S.N.R.—who was chief engineer of station **KLZ** in Denver when he volunteered for active duty with the Navy in 1941—lost his life at Pearl Harbor. Radio's first casualty in World War II, Ensign McClelland was awarded the Purple Heart posthumously. To honor his memory, a new Destroyer Escort, to be christened soon, will be given his name.

$10,000 for one pair of Nylons?

Yes! Believe it or not—that was the War Bond bid that won the precious hose auctioned off by **WINX**, Washington, during the Third War Loan.

All over the country, stations pitched into this Drive with both vim and ingenuity—contributing well over two million dollars worth of time and talent, according to an estimate by the OWI, which does not take into account the many programs arranged and cleared locally.

Almost certainly the greatest single bond selling job of all was done by Kate Smith, who took part in all CBS programs from 8 A.M. to 1 A.M. the following morning—rolled up an amazing total of $30,407,550!

In Worcester, Mass., **WTAG** sponsored the Armada of War Heroes and Screen Stars on September 14 —arranged a luncheon and rallies— raised over $3,000,000.

In Anderson, S. C., **WAIM** had to move its "outdoor rally" indoors because of heavy rain. But the enthusiasm of buyers wasn't dampened. Witness bond sales of $1,625,000.

KVOR, Colorado Springs, put on a radio auction including everything from a suit of clothes to 12 quarts of champagne—netted $250,475.

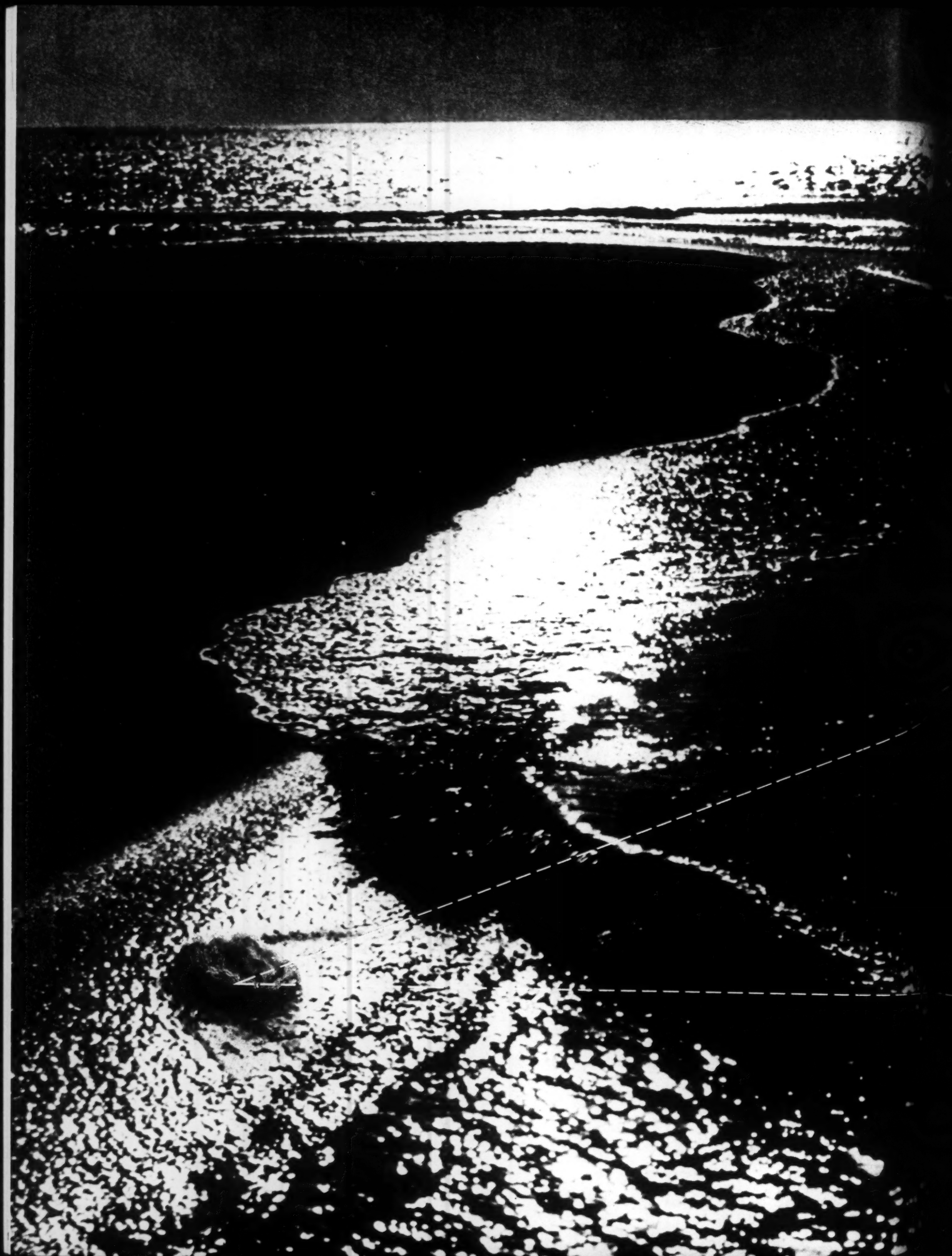
In Hammond, Indiana, **WJOB** turned over an entire day to War Bond sales to the tune of $465,475.

Not only during Drives, but all the time, buy all the War Bonds you can!

• • •—

KFEL picks slogan

A contest to put the call letters of **KFEL**, Denver, into the war effort was won by the slogan: "Keep Faith —Enjoy Liberty."



XUM

. . . rare treasure here!

But only to those who know

Ambergris . . . just a waxy lump on a tropic beach. But in the hands of experts ambergris yields rich profits . . . it is a vital ingredient of rare and costly perfumes.

Not unlike spot radio advertising, which also can yield rich profits in the hands of those who've studied all of its potentialities.

This company is equipped to give you expert, professional advice with your radio campaign. Let us help you uncover some of the hidden treasures of spot broadcasting.

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

XUM

The Law & The War

WHATEVER the scope of the legislation that will emerge from the Senate Committee hearings on the White-Wheeler Bill, it is a sure-fire bet that the majority wants the political section broadened to guarantee equal time for discussion of controversial issues. They are talking, privately, in terms of "priorities" for such programs, or possibly "sustaining option-time" to be given networks by their affiliates for clearance of speeches on public issues. And there is the insistence that commentators who slander or slur or "tell falsehoods" be required to turn over their time for answer.

This constitutes only a part of the thinking of Chairman Wheeler of the committee. Senator White(R-Me.) co-author of the bill, seems to think along the same line. The question, of course, arises as to who would administer such program controls. Senator Wheeler insists it can't be left to the "whim" of station owners. Broadcasters dread the thought that it might be given the FCC, which then would have the broadest sort of program control.

Chairman Wheeler, based on observations he had made during the hearings, would like to see responsibility for programs placed at the source, as it is in the music copyright field. The network in the case of regular chain programs, or the originating station on tailor-made hookups, would be responsible for libel or slander. Moreover, it's apparent he would want all commentaries labeled, whether news, interpretation or editorial.

All this is ticklish business. With Senator Wheeler it now has become a *cause celebre.* Senator Hawkes (R-N. H.), a new and powerful member of the committee, fails to see how such powers of balance can be given an agency like the FCC without abuses. We concur.

We should like to see some voluntary system whereby stations would agree to allot to their networks a specified block of sustaining time for public discussions or forums. True, such time probably will rate considerably lower than those soap operas about which so many of our regulators and legislators are prone to rant. But there is justifiable complaint, on those rare occasions when stations carry only one side of a public discussion or when some so-called commentator appears to go beserk. In the latter instance there isn't anything involved that a hard-bitten news editor couldn't cure with a blue-pencil, as on newspaper desks.

There's one other approach. Senator Wheeler and his colleagues, intrigued by the prospects of FM, television, facsimile and other new services, will hear engineering testimony. Such men as Craven, Jett, Armstrong, Jansky and Hogan are scheduled to appear. We believe they will bring out that with FM, the day may not be distant when sufficient frequencies will be available for every community in the country.

The need for regulation always has been premised upon the scarcity of frequencies. If frequencies of equal value in the ultra-highs are available to accommodate FM for all qualified applicants, the need would be only for a "licensing" agency, to maintain technical order, and not for a "regulatory" authority. A station could be started as easily as a newspaper (and there's some question even today about which is more difficult).

Competition then would take care of things. Network, program, business and other regulations could be forgotten in the Communications Act. The laws of the land of general application could be invoked where there are transgressions. There would be a complete metamorphosis of radio.

Thus, whatever Congress essays to do about a new law, we trust it won't attempt a full-scale revision of the act. The law should be left sufficiently flexible to accommodate these impending changes. Once victory is won, the secrets of radio's war role will be known and the future can be appraised.

Big Business

FEW IN RADIO would ever feel that what's happened in their dealings with one Czar James C. Petrillo has been a side-show. Yet, that's the way it looks now.

Unless the White House intervenes, or one side or the other capitulates, there will be a musicians' strike affecting NBC and CBS and their affiliates by Feb. 1. Other networks may be drawn in too.

It has been building up to that for weeks. Hearings concluded last week before the tripartite War Labor Board panel in New York on the refusal of AFM to permit recording for Columbia Recording (CBS) and RCA Victor (sister organization of NBC). It is evident that no ruling will come from the War Labor Board in Washington prior to expiration of the network contracts Jan. 31.

Obviously proposing to put on the heat, Jimmy some months ago notified his locals in New York, Chicago and Los Angeles, not to negotiate new network contracts. He has served notice, informally, that his new demands will be made known before Christmas.

The RCA and CBS recording companies have refused to accept the "private WPA" principle enunciated by Petrillo, and accepted under duress by other recording firms. AFM won't sign with one branch of a company while another remains outside. Thus, it's clear that Jimmy isn't disposed to deal with NBC or CBS as long as their affiliates hold out.

But even that probably didn't make too much difference. It's a safe conclusion that AFM will ask the networks to increase staff quotas—made-work of the worst form. It's equally safe that he will demand that networks boycott stations which the union labels "unfair" because they haven't hired established quotas of musicians—whether they play or not. And, of course, Jimmy already has served notice he wants private payment of relief to the union direct from all concerned—relief for the allegedly unemployed for whom radio isn't and never was responsible.

Any one of these demands would be repugnant to American ideals. Combined they constitute a kind of tyranny unheard of except from the likes of Jimmy.

Maybe this time, the powers that be will step in, to avoid a strike that would disrupt wartime morale. Or maybe Congress, which at long last appears to be getting impatient about unions and dictators, what with the political tides running as they are, will see fit to make unions subject to the same statutes as industry. They're "big business" now too, you know.

Our Respects to...

Thomas Alfred McClelland

March 13, 1905 **December 7, 1941**

LAST SUNDAY, Nov. 28—a week before the anniversary of Pearl Harbor—the Destroyer Escort *USS McClelland* slid down the ways at San Pedro. It's the first warship to be named for a radio man, and that man was radio's first casualty of World War II. He was at Pearl Harbor on Dec. 7, 1941, and died a hero's death.

The christening of the *McClelland* is symbolic of radio's contribution of manpower to this war. Some 40 of radio's sons have made the big sacrifice for their country since this nation was plunged into the conflict.

Tom McClelland's widow, who christened that trim ship at San Pedro, and her two children, had reason to be proud. Ringing in their ears were the words of commendation from Tom's superior, for his heroic performance that night of Dec. 7. He had been awarded the Purple Heart posthumously. Proud, too, were his old colleagues and associates at KLZ Denver where he served long and faithfully as chief engineer, until the war clouds beckoned.

Tom was part of the war through his own design. It wasn't by accident that he was aboard the *USS West Virginia* on the morning of Dec. 7 when Jap bombs struck the ship on both sides. And it was in the order that characterized Tom's life that he should be at his battle-station in charge of the radio division when water rapidly filled his compartment and he set about to rescue the wounded and unconscious men who were working with him.

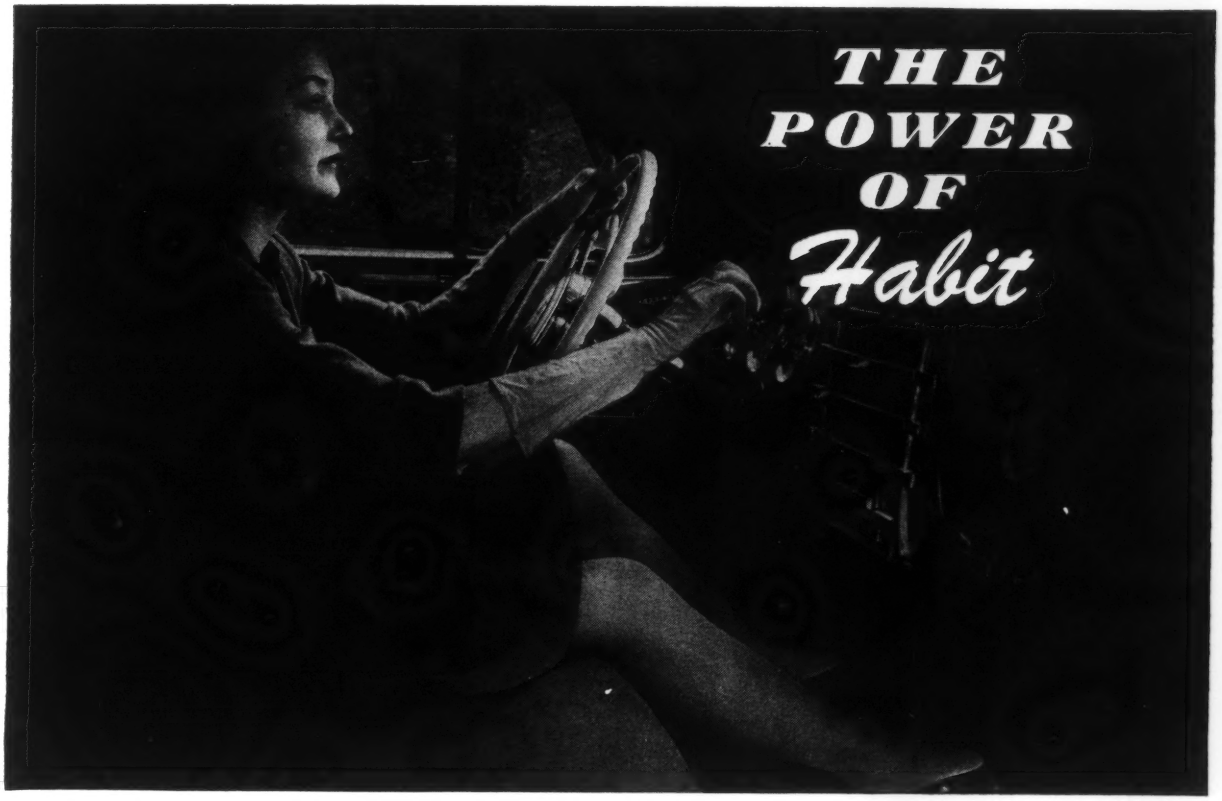
With no thought for his own safety he evacuated all of them to a position of relatively less danger and was himself overcome by fumes from an enemy bomb. His comrades carried him on deck but he died on his way to the Naval hospital. To quote the words of Frank Knox, Secretary of the Navy, in a letter to Mrs. McClelland, he died "upholding the finest traditions of the Navy, in the defense of his country".

Another letter, from Comdr. R. H. Hillen-

(*Continued on page 36*)

This is a reproduction of a photo of Ensign McMcClelland taken Nov. 20, 1941 in Honolulu to be sent as a Christmas present to Mrs. McClelland. Remembering that he had mentioned having had it taken in a recent letter, Mrs. McClelland wrote to KGMB Honolulu. Members of the KGMB engineering staff conducted a search among Honolulu photography shops and located the picture.

XUM



Practically every action involved in driving your car is a habit.
You don't really think about it. You do it automatically.

The people of Southern New England have developed a habit, too. It's the habit of listening regularly to WTIC, the station that has always satisfied their desire for the best in radio fare.

The wise national advertiser can immediately recognize the importance of this habit. It means that his sales message over WTIC will reach a constant and attentive audience . . . an audience possessing a buying income that is 50% greater than the average for the entire United States.

Get into the habit of using WTIC. It's a sure way to create a swift and healthy sales response to your advertising message in the wealthy Southern New England market.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

HELP!
HELP!

If it's "HELP WANTED" by a War Plant in your area — we can do a job!

60 Transcribed 5 Minute Programs Titled

"To Whom It May Concern"

Now Sponsored by

Bethlehem Steel Company	WJZ	New York
U. S. Rubber Company	WPRO	Providence
U. S. Aluminum Company	WICC-WNAB	Bridgeport
Carnegie Illinois Steel Co.	WCAE	Pittsburgh
Continental Aviation Co.	WKBZ	Muskegon

ONE SPONSOR REPORTS
2 TO 1 RADIO RESULTS
OVER NEWSPAPERS

"To Whom It May Concern"

programs vividly describe the extreme sacrifices being made by our American boys on the fighting fronts. The stories mix dynamic fact and sentiment so powerfully, they are bound to hit the American Arm Chair Brigade right between the eyes. The brilliant writing and dramatic narrating in this series pack a punch no listener can escape.

And then—the question—

"What are you doing to help win the war?"
These programs produce results.
They do send manpower to war jobs!

Send $3.00 deposit for audition disc.

EXCLUSIVE RIGHTS GRANTED

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

Our Respects to

(*Continued from page 34*)

koetter, said: "He performed his duties courageously and unflinchingly, and the end came to him when he was doing his utmost to assist his fellow-men. His shipmates on the *West Virginia* knew him as a particularly cheerful, industrious, and altogether pleasant companion, with whom it was a pleasure and a joy to be associated.

Tom McClelland now lies in the Red Hills Naval Cemetery near Pearl Harbor. In his memory, his widow, Mrs. Lovellmae Leffler McClelland, sponsored the launching of the destroyer escort last Sunday. In memorial, too, the Kansas City Assn. of High School Women has awarded three scholarships.

Thomas Alfred McClelland was born in Kansas City, Mo., on March 13, 1905. From the time he was 13, radio was his consuming passion. On the third floor of their home he spent hours with one of the first crystal sets built, and operated a spark-gap transmitter, with all the verve of the early "ham" era.

The lure for radio was so great that Tom often played hookey from school. He disliked studying subjects not of his choosing. When he graduated from high school, his mother gave her consent for him to enlist in the Navy. In 1924 he was in the Navy Radio School. Honorably discharged in 1928 with the status of radioman first class, he became chief engineer of WDAF Kansas City. There he remained seven years.

In 1935, Tom joined KLZ as chief engineer. They still talk about the fire which gutted the studios and office and threatened the Shirley Savoy Hotel in August, 1936. Tom calmly went about the business of covering precious equipment and kept the station on the air although firemen were overcome by the smoke and had to be carried out.

They still talk, too, about the Colorado Roosevelt Forest fire in '38. Tom and Fred Fleming, then news editor of KLZ, went into the roaring blaze wheeling a large mobile truck. For a time they were cut off and a back wind could have eaten the truck and the men in one mouthful, but the controls of the radio unit functioned, for word had to reach the outside. They did the job.

Nor do the KLZ old-timers forget the arduous hours Tom spent helping to plan and build the new KLZ transmitter in 1936. It was his pride. Tom was a typical station engineer, hard-working, modest and devoted. His mother died in May 1941. His two sisters are Mrs. Beverly Dille and Mrs. Betty Sue Garrett, of Kansas City, both of whose husbands are now in foreign service. There are two children, Jane, now 14, and Susan, 9.

Those who worked with Tom remember him for his ready cooperation, his quiet efficiency, his quick wit and his even temper. Then his courage and sane judgment. They remember that when he saw the gathering war clouds, he promptly went into the Naval Reserve in late 1939 and was commissioned an ensign. He was president of the Naval Reserve of Denver in 1940, and in April, 1941, took leave from KLZ to attend postgraduate school at Annapolis. He shipped to Pearl Harbor on Sept. 1, to the Honolulu he loved and knew during his first hitch in the Navy.

Last Message

A Christmas card mailed to his family from Honolulu at 11 a.m. on Dec. 7, 1941 said in part: "I am scheduled to replace Mr. Lawrence about Jan. 1". He had been teaching radio for one hour a day aboard ship, and this promotion would have made him chief radio officer of the *West Virginia*.

But it was willed otherwise, and Tom McClelland, who preferred the simple, the unassuming, the real; who played the piano well by ear; who liked tennis, fishing and horse-back riding with Jane; who found his first joy at home, died with as little fanfare as he had lived.

Tom McClelland occupies a permanent place in radio's lore. As a radioman, he died, so Democracy could live.

YOUR PROGRAM MAKES NEWS
when it's on **WROK**

DON McNEILL

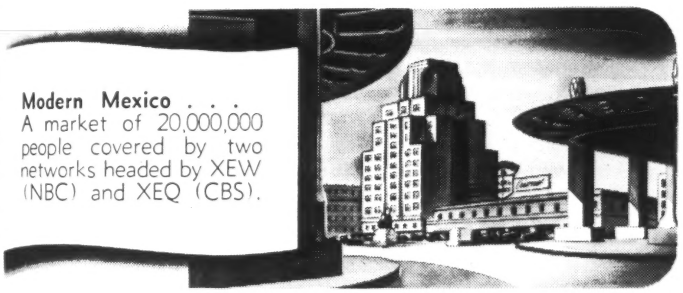
The Breakfast Club with Don McNeill, sponsored by Kellogg's and Swift and Company, is one of the many BLUE network programs which we're promoting to the limit. We make good use of the effective promotion kits from BLUE's Bert Hauser to build *and maintain* the audience for your show.

ROCKFORD WROK ILLINOIS
Owned by Rockford Consolidated Newspapers
***National Representatives:* HEADLEY-REED**

MORE THAN JUST A *Good Neighbor!*

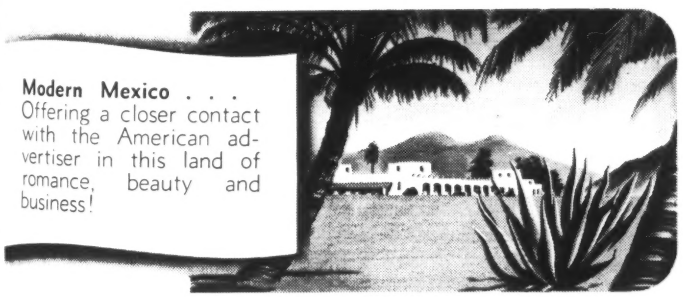
A GOOD MARKET

Mexico

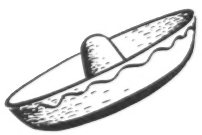


Modern Mexico . . .
A market of 20,000,000 people covered by two networks headed by XEW (NBC) and XEQ (CBS).

Modern Mexico . . .
New land of opportunity. Coverage assured by our 70 stations ready to serve you.



Modern Mexico . . .
Offering a closer contact with the American advertiser in this land of romance, beauty and business!



Modern Mexico offers a rich field to progressive American advertisers - - - particularly those with a thought to the future - - - those who are making plans now for the new era in advertising that will come with Victory. There is no better time than now to enter the Mexican market - - - and no better selection than Mexico's greatest network. We invite your inquiries.

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

P.O. Box 1324, MEXICO, D.F.—EMILIO AZCARRAGA, Pres.; CLEMENTE SERNA MARTINEZ, V.-Pres., Gen. Mgr.

Personal NOTES

CLARENCE L. MENSER, NBC vice-president in charge of programs, will address the Public Relations Clinic of the U.S. Savings & Loan League in Chicago, Dec. 1, on "Radio in Connection With the Home".

GEORGE ARNOT, new to radio, has been appointed commercial manager of CKX Brandon, Man.

RALPH F. BOWDEN, salesman of Stovin & Wright, station representatives, Toronto, has joined the Royal Canadian Navy as petty officer.

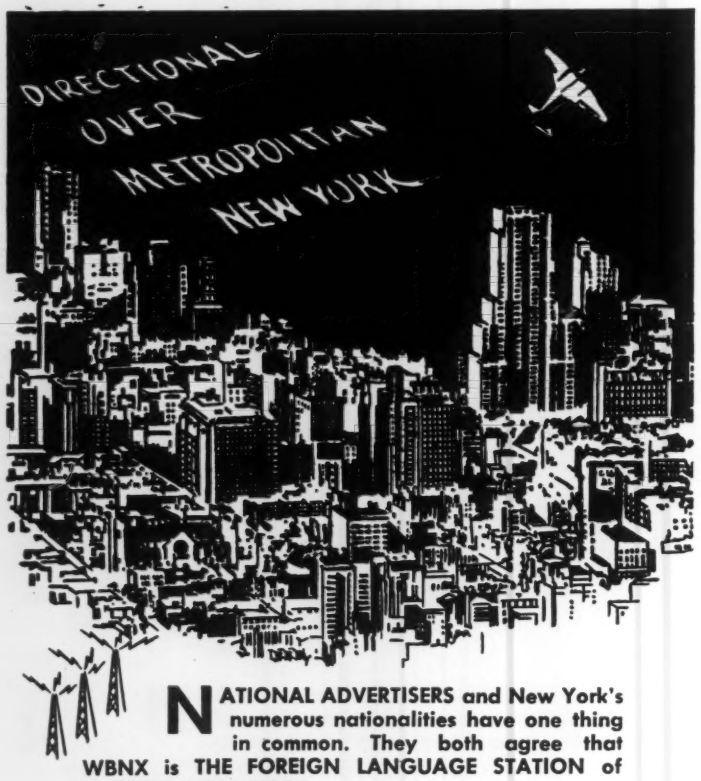
DAVID H. SIMMONS, who recently received a medical discharge from the Naval Reserve, has joined the sales staff of KPO San Francisco. Prior to his enlistment, he was associated with KDYL Salt Lake City and KSOO Sioux Falls, S. D.

EDGAR E. HINKLE, formerly sales promotion and merchandising manager of WMBD Peoria, Ill., has joined WSGN Birmingham in the same capacity.

RAY RHODES, account executive of KFRC San Francisco, is the father of a girl born Nov. 9.

GERALD J. MOREY, general manager of WNLC New London, Conn., is the father of a 6 lb. 12 oz. girl born Nov. 9.

DON MACKAY has been appointed manager of CJCJ Calgary succeeding J. E. Gerke.



NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

** Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE FOR DEFENSE *Buy U.S. Bonds Today!*

Informal

WITHOUT OFFICERS, dues, rules of order, or formal speeches, women broadcasters of Detroit now gather once a month to try out their wares on each other, to exchange ideas, relevant or irrelevant, about women's affairs. In the group are Edythe Fern Melrose, WXYZ; Betty Roberts, WJBK; Fran Harris, WWJ; Ruth F. Crane (Mrs. Page), WJR; Miriam Lane, WJLB; Mary Morgan and Myrtle Labbitt, CKLW.

JAMES T. BUCKLEY, chairman of the executive committee of the Philco Corp., has been elected a director of the Federal Reserve Bank of Philadelphia for a three year term beginning Jan. 1, 1944.

EARL W. BOLTER, secretary-treasurer of Don Lee Inc. and the Don Lee Broadcasting System, Los Angeles, has been elected to membership in the Controllers Institute of America.

WAYNE W. CRIBB, station director of WHBL Sheboygan, Wis., has been appointed general manager of KHMO Hannibal, Mo.

ELMER F. GRAEF, of Mutual's sales service department, has been named assistant sales service supervisor to George Chambers.

New Video System

TELEVISION system employing "radically new principals" of operation will be announced today (Monday, Nov. 29) at a meeting for press and technical men at the Yale Club, New York, by Dr. Palmer H. Craig, inventor in the electronics field, who is professor of electrical engineering and head of war research laboratories at Florida U. While no details were to be released before the formal announcement, it was stated that the new invention, known as the Craig System of Television, would simplify the problem of getting television over wide areas with comparatively few stations. Victor van der Linde Inc., New York, has been appointed to handle advertising and publicity.

HILLBILLY program *Grand Ole Opry* celebrated its 18th anniversary on the air Nov. 27. Now heard on NBC under sponsorship of Purina Mills, St. Louis, the folk music originated in 1925 on WSM Nashville.

BEHIND the MIKE

GILBERT McCLELLAND, formerly assistant to Emmonds Carlson, head of NBC's central division promotion, has joined the Chicago promotion staff of Mutual Network to work on promotion and presentation.

RAY NELSON resigns as director of daytime programs and supervisor of television of WOR New York Dec. 5.

G. B. DRISCOLL, formerly of WBZ-WBZA Boston and now program director of WTAD Quincy, Ill., has resumed his family name of Bottorff and henceforth will be known as W. Gerald Bottorff.

DICK WIORA, formerly chief announcer and news editor of KBIZ Ottumwa, Ia., has joined the announcing staff of WOC Davenport, Ia.

JACK RICHARDSON has resigned as Hollywood manager of NBC Western division radio-recording division. Walter B. Davison of the network's New York radio-recording division has been shifted to Hollywood as temporary manager, taking over Richardson's former assignment.

FREDDIE MARTIN takes over as musical director of the weekly CBS *Jack Carson Show* Dec. 15, replacing Charles Dant.

DR. J. M. COOPERSMITH, director of the music library of WOR and head of the copyright division of Mutual, has accepted an invitation from the Dominican Republic to make a four-months study of its musical resources. Dr. Coopersmith will leave Dec. 1 via clipper for Trujillo City, Capital of the Republic to begin his work.

ROBERT LEWIS, WTOP Washington reporter, is the father of a girl.

BOB SHIELD, production chief of KDKA Pittsburgh, has been inducted into the Army and will report Dec. 3.

MAJ. DICK DIESPECKER, Canadian Army, and Flight Lt. Andy McDermott, Royal Canadian Air Force, radio liaison officers for the public relations sections of these two services, are now in Britain to develop feature broadcasts for the armed services shows from Britain to Canada.

SGT. FLETCHER MARKLE, Royal Canadian Air Force radio liaison public relations branch, has gone overseas to furnish on-the-spot broadcasts to Canada.

JACK RYAN has joined the announcing staff of WNLC New London, Conn.

MUTUAL'S ONLY OUTLET

in

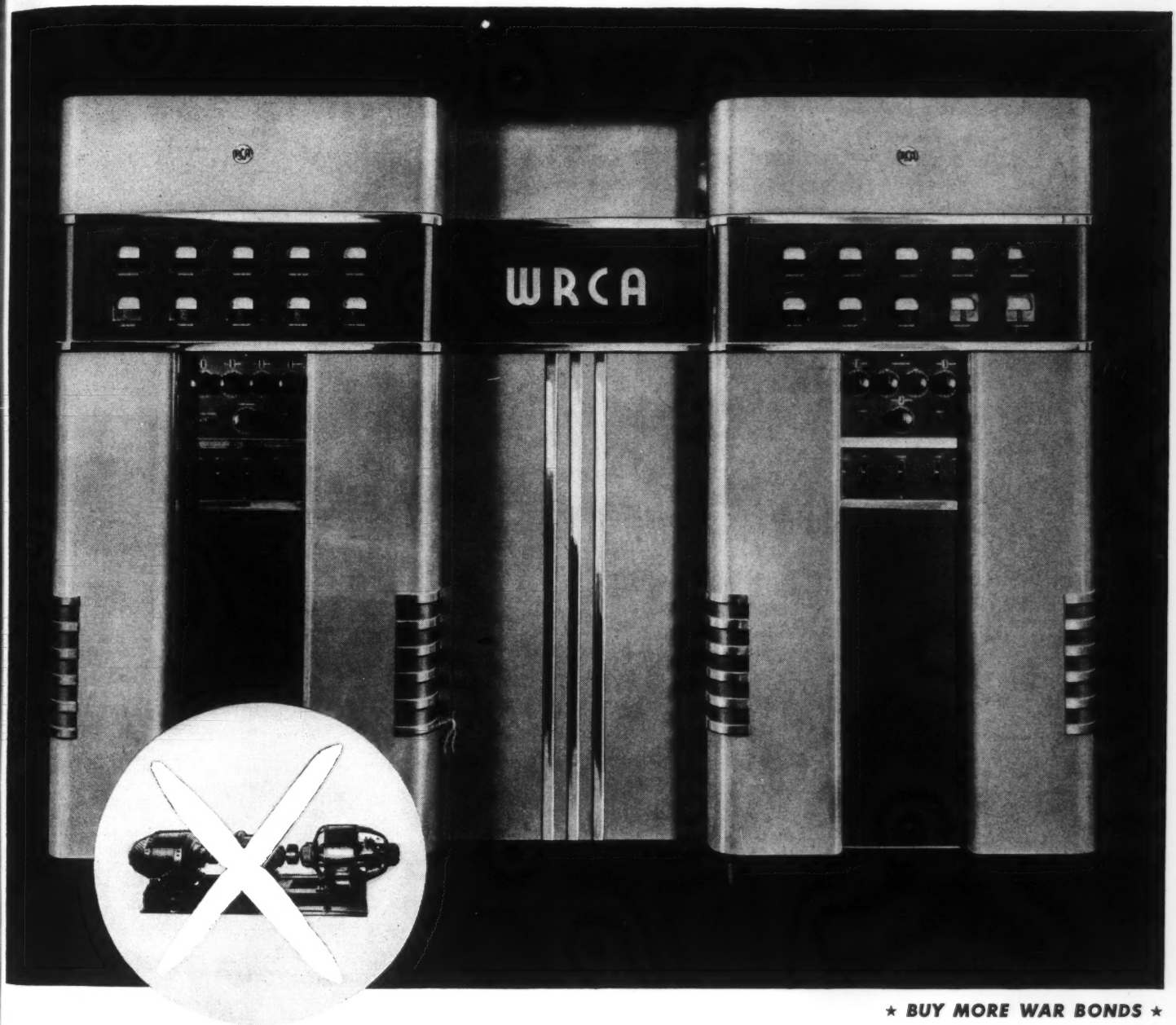
The Youngstown-Warren and Niles Area

"The Nation's 34th Market"

is

WRRN - WARREN

BURN-SMITH—National Representatives



★ BUY MORE WAR BONDS ★

RCA FIRSTS

A. C. OPERATED TRANSMITTERS

A MAJOR development in simplifying modern broadcast transmitters first became available when RCA introduced transmitters operated directly from alternating current.

This improvement completely eliminated the use of motor-generators in the station set-up.

In their place RCA pioneered the use of high-efficiency mercury vapor rectifier tubes and of A.C. operated filaments.

Stations were benefited by lower first cost, lower operating expense, less maintenance, and less time lost.

From microphone to antenna, RCA offers the broadcast station *complete* equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and the advantages of an integrated system of matching units.

RCA

RCA BROADCAST EQUIPMENT

RCA Victor Division • RADIO CORPORATION OF AMERICA • Camden, N. J.

"Spots" Before Your Eyes?

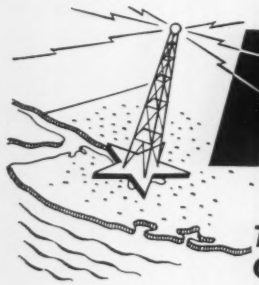
Buy KMO TACOMA*

Put *your* spots before BUYERS—in prospect-rich Tacoma. Remember that the Tacoma market demands complete, concentrated LOCAL spot coverage—a fact proven by many a local Tacoma-Seattle advertiser* who buys KMO, Tacoma, *in addition to* his Seattle radio schedules. You've got to tell and sell Tacoma LOCALLY—and that means on KMO, dominant radio voice in the Lower Puget Sound area.

**Names and data on request*

*WASHINGTON'S NUMBER TWO MARKET!

Tacoma is more than a "lumber town" now! Forest products are still important, yes—but low power rates have brought Tacoma a growing Electro-Chemical and Electro-Metallurgical industry. That means bigger payrolls, today—tomorrow—*always!* And don't forget the "Plus-Value" of McChord Field and Ft. Lewis—both just a few miles south of Tacoma.



KMO

Carl E. Haymond, Owner

TACOMA, WASHINGTON'S ONLY NETWORK STATION

5000 Watts
Mutual-Don Lee

Represented by
Joseph H. McGillvra, Inc.

And for Central Washington - Buy **KIT**, Yakima

MARIE H. HOULAHAN, director of publicity for WEEI Boston, has been named chairman of the radio committee for the New England Women's Press Assn.

BILL DILLNER has left WEDC Chicago to join the announcing staff of WDSU New Orleans.

STEVE ROBERTSON, announcer of KOA Denver, entered the Merchant Marines on Nov. 20.

BROTHERS Don and John French have joined the staff of KSYM Mankato, Minn. Paul Santee, formerly of WDGY Minneapolis, has joined the announcing staff.

LT. JIM McVEIGH of the Air Corps, former San Francisco commentator and m.c., is currently on duty in Washington, D. C.

DOROTHY McDONALD, formerly with the continuity staff of WGAR Cleveland, has joined the continuity staff of WAIT Chicago.

DON NORMAN, formerly staff announcer at WAIT Chicago, has joined the announcing staff of WAAF Chicago. Ed Hunphries, formerly staff announcer at WIND Chicago, will replace Don Norman at WAIT.

ROBERT HENDRICKS, assistant director of guest relations and public service in NBC's western division, Hollywood, reported for Army duty the week of Nov. 15.

FRANCES PLAISTED, new to radio, has joined KHJ Hollywood news staff as editorial assistant to Harisson Wood, commentator.

WILLIAM S. BAILEY, new to radio, has joined KTHS Hot Springs, Ark., as apprentice announcer.

LOUISE LANDIS, who resigned early this year as head of the KPO-NBC San Francisco press department to direct the news division of the Standard Oil Company's public relations department, has returned to her former post, replacing Stan Simpson, who has joined the sales staff of KJBS San Francisco.

CHARLES A. LEWIS, with KMTR Los Angeles for seven years, has joined KSAL Salina, Kans.

MRS. BOB ADAMSON, former traffic manager of KSAL Salina, Kans., is the mother of a girl.

JOHN BARLETT, formerly of WINX Washington, has joined WSGN Birmingham as production manager. Additions to the announcing staff include: Loel Passe, formerly of WLAY Sheffield, Ala.; Larry Keith, formerly of WDAK Columbus, Ga.; and Bob Jacobson, formerly of WJRD Tuscaloosa, Ala.

JIM LISTER has joined KSRO Santa Rosa, Cal., as newscaster and Vallejo program supervisor. He was formerly with WCLO Janesville, Wis.

FRANK ALLEN, formerly of WIBW Topeka and WHB Kansas City, has joined the announcing staff of WWL New Orleans.

BEN KIRK, formerly of WBBM Chicago, has joined the announcing staff of KDKA Pittsburgh.

TOM DOWNING, former announcer of WSB Atlanta, has returned to the station after having served with the armed forces for over a year.

HELENA RUTAN has joined KPRO Riverside, Cal., as traffic manager. She was formerly with KGW-KEX Portland.

ROLAND TRENCHARD has been appointed to the newly created position of director of commercial programs for WAAT Newark. He will retain supervision of the public relations department, adding two new members to the staff, Mary Linnon, former newspaperwoman, and Janice Grandy, who will act as liaison between the station and New Jersey educational activities.

Pryor to Washington

DON PRYOR, CBS news reporter in New York and former editor of the CBS news bureau and shortwave listening station in San Francisco, has been assigned to the network's Washington news staff to handle news programs and roundups. Mr. Pryor recently completed a coast-to-coast reportorial assignment for CBS to study the average American's reaction to the war and to postwar problems.

Gunn Joins WGN

BUCKINGHAM GUNN, radio director of J. Walter Thompson Co., Chicago, since 1933, joins WGN Chicago as program director on Dec. 6, replacing Kenneth W. MacGregor who will become a producer with the William Esty Co., N. Y.

MARGARET BRENNAN, formerly copywriter of T. F. Conroy Inc., San Antonio, has joined CBS as an assistant in the program promotion department. She has served as commercial writer of KOY Phoenix and as copywriter of J. M. Mathes Inc., New York. Network's research department has acquired the services of Dr. Joseph H. Jackson, qualitative research analyst. Thomas Flynn has returned to CBS press information after receiving an honorable discharge from the Army. CBS assistant director of education programs, Leon Levine, has been appointed to the health education advisory committee of the New York City Department of Health. Norman Paul has resigned from CBS press information to take a writing assignment on *Fun With Dunn*, CBS comedy-variety program.

RICHARD C. FERNALD, most recently a public relations man for Bell Aircraft Corp., has joined the CBS press information staff replacing Carleton Pearl, now in the Army.

HAL BLOCK, script writer, has returned to this country from England where he has been working on a special assignment with the BBC.

HAROLD (Had) HUGHES, program director of KOIL Omaha, has been appointed assistant manager of the station.

WGCM

Voice of the MISSISSIPPI GULF COAST

BLUE NETWORK

Gulfport, Biloxi, Miss.

Prosperity Spot of the Deep South! Mississippi's No. 2 Market! Tremendous Payrolls! Thousands of Eager Buyers with Money to Spend!

National representatives: Sears & Ayer, Inc., Chicago and New York.

XUM

"Adams says we just bombed Berlin again..."

TWICE each weekday, within the 139 counties of WCCO's primary area, *more people tune to Cedric Adams than to any other newscaster.*

Hooper says that Adams' midday broadcast—from 12:30 to 12:45—has a rating of 17.6.

His last nighttime rating, during his 10 o'clock quarter hour, hit a whopping 25.4.

This is earned popularity. To his regular following of hundreds of thousands of Northwest families, Cedric Adams is an old and reliable friend. Year after year, he delivers straightforward, succinct, "natural" reporting of the news—with a rare and happy overtone of friendliness, warmth, and humor.

In his 13 newscasting years, Adams has never been without a sponsor. He is not available for sponsorship today. But you can put your name on the waiting list, in case.

His success is a good example of WCCO's keen understanding of the listening likes and needs of the people we serve—and of our determination at all times to be *Good Neighbor to the Northwest.* That determination has won a dominant share of Northwest audiences—not only for Cedric Adams, but for dozens of other WCCO programs tailored with equal skill to the special audience—which is a whale of a market for goods and services.

A few of those WCCO-originations have a "for sale" tag on them. They're smart buys. Ask us—or Radio Sales—and we'll tell you more about them.

WCCO
MINNEAPOLIS-ST. PAUL
50,000 watts • 830 kc
CBS
COLUMBIA OWNED

Good Neighbor to the Northwest

Represented by Radio Sales,
the SPOT Broadcasting Division of CBS

ONE REASON FOLKS LISTEN TO WAGA

is LEW CHILDRE, the "Boy from Alabam'," one of the South's favorite hillbilly stars. He *must* be popular to have not one, or two—but FOUR sponsored quarter-hours daily . . . and such sponsors as Menthomulsion, Pepsi-Cola, Dozier Laboratories and Tenderflake Flour. Programs that PRODUCE make WAGA a better buy in the Atlanta market.

OTHER REASONS WHY FOLKS LISTEN TO WAGA

PETE CASSEL
"King of the Hillbillies"
THE SUNSHINE BOYS
"The South's Favorite Songs"
JOHN HARRINGTON
"Atlanta's Outstanding Newscaster"

WAGA
ATLANTA

A FORT INDUSTRY STATION

5000 WATTS
DAY AND NIGHT
590 KC.

National Representatives
HEADLEY-REED COMPANY

Affiliate of the Blue Network

Radio Advertisers

BORDEN Co., New York, has renewed for 13 weeks sponsorship of a daily quarter-hour of *Moments of Melody* on WLIB Brooklyn, for Borden Milk Products. Agency is Young & Rubicam, New York.

LINK-BELT Co., Chicago, has named J. R. Hamilton Co., Chicago to handle advertising for machinery and Link-Belt automatic coal stokers. Behel & Waldie & Briggs, Chicago, will continue placing power transmission machinery advertising.

WALTER McKEE, formerly sales manager of the Colgate-Palmolive-Peet Co., Jersey City, recently was named vice-president of Pepsodent Co., Chicago.

UNITED AIRCRAFT Corp., for its subsidiary, Hamilton Standard Propellers, is now using eight one minute spots daily, seven days weekly, on WNLC New London, Conn., for help recruitment. New Haven Railroad is also using daily announcements for help recruiting. Agency for the latter is Wendell P. Colton Agency, New York.

EMPIRE BRUSH WORKS, Port Chester, N. Y., has appointed Reiss Adv., New York, to handle advertising of brush products. No radio is contemplated at present.

STANDARD PRODUCTS Co., Detroit, has appointed Brooke, Smith, French & Dorrance, Detroit, to handle advertising for its radio, refrigeration and other electrical equipment. No consumer plans for the present.

John W. Carnes

JOHN W. CARNES, 60, chairman of Richfield Oil Corp. of New York, a member of the executive committee of Sinclair Oil Corp., and president of the Union Petroleum Co., died Nov. 20 after a month's illness at Doctors Hospital, New York. In the oil business since 1921, Mr. Carnes has been serving on the staff of Petroleum Administration for War, and as a member of the industry's war council. His widow and a daughter survive.

NATIONAL Livestock Remedy Co., Hammond, Ind., has named Goodkind, Joice & Morgan, Chicago, as agency. Future plans are said to include radio.

CONSOLIDATED ROYAL Chemical Co., (yeast) Chicago, on Nov. 15 started sponsorship of four quarter-hour transcribed programs Monday through Friday on WCAU Philadelphia. Contract is for 52 weeks. Agency is United Adv. Co., Chicago.

ADLER'S Ladies' Wear, Buffalo, has signed for two quarter-hour programs of transcribed music daily, five days a week, for 52 weeks on WEBR Buffalo. Contract was placed through Ellis Adv., Buffalo.

ROBERT COLLYER, formerly premium buyer of the Calco Chemical Division of American Cyanamid Co., Bound Brook, N. J., has been named advertising manager of the division.

G. HERBERT MARCY, formerly sales manager for the Gillette Safety Razor Co., Boston, and as of late with the War Production Board, has returned to Gillette as assistant to the president.

GAYOSO Hotel, Memphis, has purchased a weekly quarter-hour on WHBQ Memphis to advertise its cuisine. Program is titled *Hospitality Time* and presents menu oddities of foreign lands with appropriate music.

GOLDEN West Brewing Co., San Francisco, effective Nov. 12 no longer has its advertising placed with the San Francisco office of Erwin, Wasey & Co., which has resigned the account.

PETROL Corp., Los Angeles (PDQ gasoline, oil), on Nov. 18 started using a total of 21 live and transcribed spot announcements daily on KECA KFI KNX KHJ. Contracts are for 13 weeks. Firm also sponsors the weekly 30-minute amateur program, *Opportunity PDQ*, on KNX. Agency is Raymond R. Morgan Co., Hollywood.

SANFORD LABS., Los Angeles (household liquid cleaner), in a 13-week test campaign which ends in late January is sponsoring a daily quarter-hour newscast, *Six Bells Final*, and weekly 30-minute transcribed mystery, *Weird Circle*, on KECA. Firm is also using four participations per week in *Happy Homes* on KHJ. Agency is Dana Jones Co., Los Angeles.

SUNWAY VITAMIN Co., Chicago, has signed for the first quarter-hour of *Hill-Country Serenade*, Monday through Friday hillbilly program started on WOV New York Nov. 22. A half-hour program heard 6:30-7 p.m., it features transcriptions and records of hillbilly and western songs, dances and hymns, with Layman Cameron, hillbilly tune-caller, previously heard on WLW WSAI WOAI, as m.c. Sunway agency is Sorensen & Co., Chicago.

HOUSEHOLD CHEMIST Inc., New York, has appointed Pettingell & Fenton, New York, as their agency. Radio plans are said to be included.

NO INTERLOPERS IN ROANOKE!

HOW MANY really worth-while communities can you think of where the radio audience isn't divided and then subdivided by the audience-competition of *several* fairly powerful radio stations?

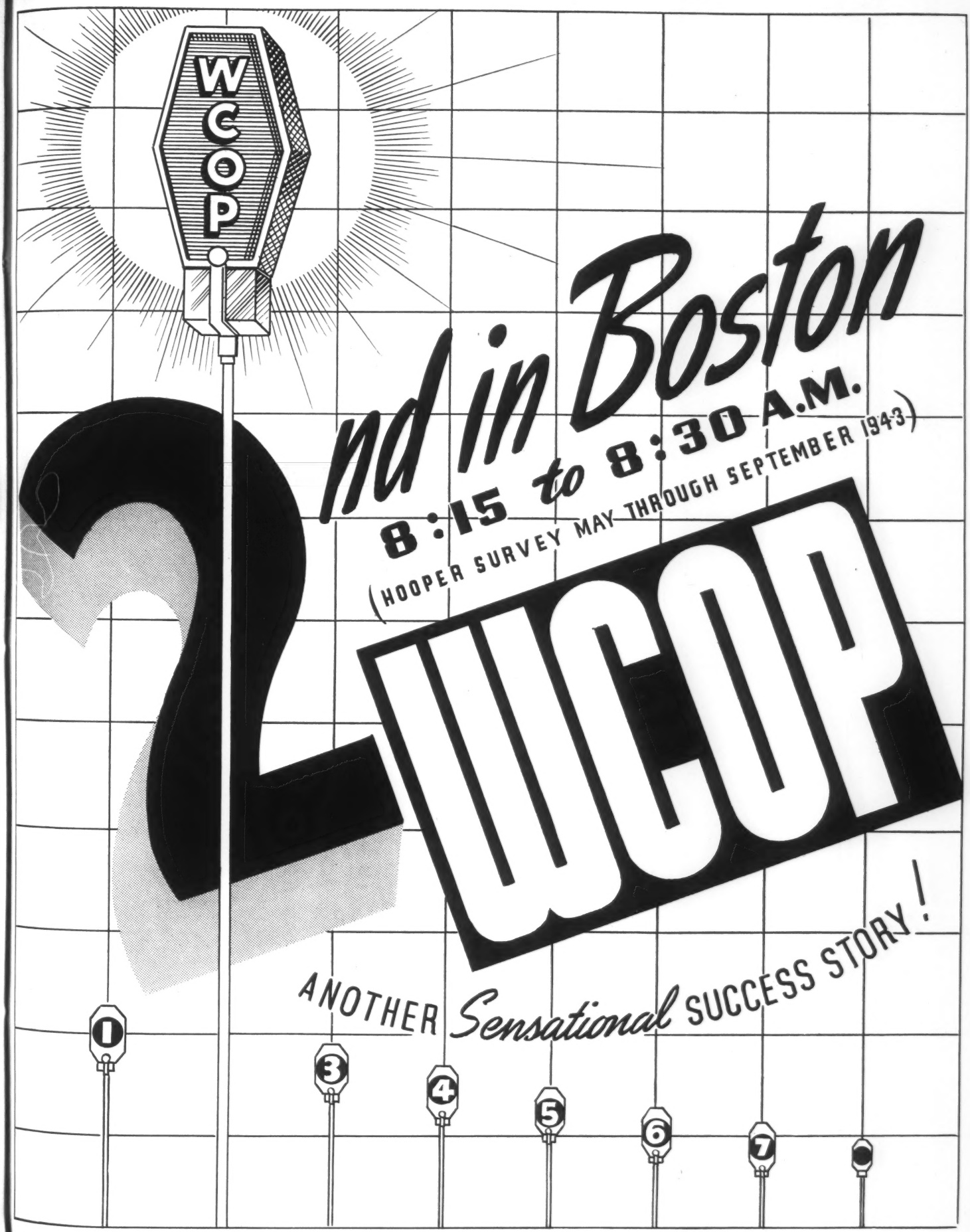
Roanoke is one of them. WDBJ is the only station that gives satisfactory listening throughout the Roanoke-Southwest Virginia area—and this market represents 25.8% of all Virginia's buying power!

Thus, when you use WDBJ, you get as much *actual audience* as you could expect in a much larger community where you have to share the listeners with other big stations. Ask Free & Peters for the proof!

CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.


WCOP
2nd in Boston
8:15 to 8:30 A.M.
(HOOPER SURVEY MAY THROUGH SEPTEMBER 1943)
WCOP
ANOTHER Sensational SUCCESS STORY!
1
3
4
5
6
7

SHOWS
MEAN
AUDIENCE!

JOHN FREEDOM
THE SOUTHERNAIRES
THAT'S A GOOD ONE
THE PARKER FAMILY
LET'S LEARN SPANISH
METROPOLITAN AUDITIONS
DUNNINGER-MASTER MIND READER

ALL ON —

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Agencies

CLIVE R. BISHOP, formerly assistant advertising manager of the Public Service Co. of Northern Illinois, recently was appointed an account executive at Needham, Louis & Brorby, Chicago. John Kies, formerly assistant art director at McCann-Erickson, Chicago, has been appointed associate art director.

OFFICERS of the Melchor Guzman Co., New York, as now constituted are: Melchor Guzman, president and treasurer; A. M. Martinez, vice president and director; Ada Guzman, secretary; and Leonore Hahn, manager of research and promotion.

ROBERT MENDTE, former eastern sales promotion manager for Canada Dry and sales promotion manager for the Jacob Horning Brewing Co., Philadelphia, has joined the staff of John Falkner Arndt & Co., Philadelphia, as assistant to Robert N. D. Arndt.

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MARCIA KNAPP, formerly with the Katz Agency, station representatives, and the H. W. Kastor & Sons Adv., both of Chicago, has joined MacFarland-Aveyard & Co., Chicago, as assistant time buyer to Bergliette Boe.

Agencies Elect

J. W. THAIN, director of A. McKim Ltd., Toronto agency, was elected president for the coming year at the recent annual meeting of the Canadian Assn. of Advertising Agencies, succeeding E. W. Reynolds of E. W. Reynolds & Co., Toronto. T. L. Anderson, managing director of Cockfield-Brown & Co., Toronto, was elected vice-president, and Harry M. Tedman, director of J. J. Gibbons Ltd., Toronto, was elected treasurer. Directors elected for the CAAA were Morgan Eastman of McConnell, Eastman & Co., Toronto; Hector Fontaine, Canadian Adv. Agency, Montreal; Adrian Head, J. Walter Thompson Co., Toronto; J. A. MacLaren, MacLaren Adv. Co., Toronto; Russell C. Ronalds, Ronalds Adv. Agency, Montreal; Rex H. Vickers, Vickers & Benson, Montreal; Thomas E. Walsh, Walsh Adv. Co., Windsor, Ont.

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LLOYD D. HERROLD, professor of advertising, Northwestern U., has joined Leo Burnett Co., Chicago, as research director. He will retain his post at the university, where he has served as an instructor for 20 years.

SCHUYLER HOPPER, formerl... the advertising department of Bu... ick Co., New York, fashion field ... lishers, has opened an adverti... agency under his own name at ... West 42nd St., New York. ... Schuyler Hopper Adv., as the age... will be known, will handle radio...

HOWARD M. ANDERSON, accou... executive, and Robert D. Stewa... assistant copy chief of Arthur Ku... ner Inc., New York, have been a... pointed vice-presidents. They ha... both been with the agency since 193...

KIRBY KATZ, formerly of the cop... staff of Leo Burnett Inc., H. W. ... Kastor & Sons Adv. Co., Chicago, ... and Benton & Bowles, New York ... has joined the Biow Co., New York ... as copywriter.

JACK GALE, formerly in charge ... of radio exploitation for films of 20th ... Century-Fox Studios, has been ap... pointed West Coast radio director ... of Buchanan & Co., Los Angeles.

BERTON BRALEY, free-lance ... writer and correspondent, has joined ... the public relations staff of J. Walter ... Thompson Co., New York.

EDUARDO Y. MARTINEZ, former ... radio news editor of United Press, ... and previously editor of *Latin Amer... can Buyer*, has been appointed media ... department manager of National Ex... port Advertising Service Inc., New ... York.

HARRIETT MILLER, former con... tinuity editor of WTOP Washington, ... has joined the Harwood Martin Agen... cy, Washington, as script writer.

CLIFTON TRAIN has been ap... pointed manager of the Montreal of... fice of James Fisher Co. John C. ... Walsh, manager for two years, will ... continue as an account executive.

R. W. WEBSTER Adv., Los An... geles, has opened branch offices in ... Big Bear, Cal.

FOOTE, CONE & BELDING, serv... icing account of RKO Radio Pic... tures Inc., has established an office ... on the film studio's lot, at 780 N. ... Gower St., Hollywood. Office is un... der director of Ellison Vinson, ac... count executive.

WILLIAM BLEES, vice-president ... in charge of West Coast operations ... for Young & Rubicam Inc., after ... more than two months in New York ... for home office conferences, has re... turned to Hollywood.

DALE LINDSEY, formerly assistant ... to the president of Chas. W. Hoyt ... Co., New York, has joined Hill Adv. ... Inc., New York, as assistant to Wes... ton Hill, president, and as account ... executive.

KENNETH MacGREGOR, former ... program director of WGN Chicago ... and previously a radio producer for ... Benton & Bowles, New York, has ... joined Wm. Esty & Co., New York ... as a producer-director.

'Bumper Crop' of New Businesses Show Deep Faith in Miami's Future

Miami is sprouting a bumper crop of business enterprises manned by enthusiastic entrepreneurs, many of them new to Florida.

During the past month 220 new proprietors have launched business ventures in Miami.

Reasons for the boom? They are multiple. Big business people, and little ones, too, feel sure about the future.

They believe the winter will produce one of Miami's biggest vacation seasons. Shops closed for a year or more are reopening.

Money, the shopkeepers find, is spent freely. Population increases continue steadily. New families, many with men in the service, are here. Many will not leave, even when war ends.

Local Newspaper Nov. 5, 1943

National Representative GEORGE P. HOLLINGBERY COMPANY

NBC
610 KC
5,000 WATTS

WIOD MIAMI

WIOD Covers This New Rich Market
As Completely As Miami's Magic Sun

First on New York's Dial...570

wmca

America's Leading Independent Station

Tentative Line Up Places 45 Stations On One New Canada Net, 25 on Other

By JAMES MONTAGNES

TENTATIVE lineup of the newly formed Trans-Canada and Dominion networks to be operated by Canadian Broadcasting Corp. from Jan. 1, 1944, [BROADCASTING, Nov. 15] places 45 stations on the Trans-Canada net and 25 stations on the Dominion chain. No official release showing the actual lineup of stations has been issued yet by the CBC.

The Trans-Canada net, now known as the CBC National Network, will cover from coast to coast with the following stations: CBR Vancouver, CFJC Kamloops, CKOV Kelowna, CJAT Trail, CKLN Nelson, CBK Watrous, CKY Winnipeg, CKCK Regina, CJCA Edmonton, CFAC Calgary, CJOC Lethbridge, CBL Toronto, CBO Ottawa, CKWS Kingston, CFCH North Bay, CJKL Kirkland Lake, CKGB Timmins, CKSO Sudbury, CKPR Fort William, CKLW Windsor, CKOC Hamilton, CFOS Owen Sound, CBF Montreal, CBM Montreal, CBV Quebec, CBJ Chicoutimi, CHNC New Carlisle, CJBR Rimouski, CHGB Ste. Anne de la Pocatiere, CKCV Quebec, CKCH Hull, CKVD Val d'Or, CKRN, Rouyn, CHAD Amos, CBA Sackville, CHNS Halifax, CJCB Sydney, CFCY Charlottetown CKCW Moncton, CHSJ Saint John, CFNB Fredericton, CJLS Yarmouth, CJFX Antigonish, CHGS Summerside, CKNB Campbellton.

Dominion Network

The Dominion net lineup consists, from east to west, of CHLT Sherbrooke, CFCF Montreal, CKCO Ottawa, CHOV Pembroke, CFLC Brockville, CJBC Toronto, CHEX Peterboro, CHML Hamilton, CKTB St. Catherines, CFPL London, CFCO Chatham, CJIC Sault Ste. Marie, CJRL Kenora, CKRC Winnipeg, CKX Brandon, CJGX Yorkton, CKRM Regina, CHAB Moose Jaw, CFQC Saskatoon, CKBI Prince Albert, CFCN Calgary, CFRN Edmonton, CHWK Chilliwack, CJOR Vancouver and CJVI Victoria.

In western Canada three stations formerly on the CBC National Net —CHAB, CFQC and CKBI have moved to the Dominion net, denoting full commercialization of the CBC 50 kw CBK, which like CBA on the east coast, was not used commercially at first and is listed only at a nominal rate on the current rate card.

The original announcement of the formation of the two nets said 19 Canadian stations would not be on either net, either because of lack of line facilities or because their area was covered by other stations. Included are the CBS outlets CFRB and CKAC at Toronto and Montreal, and the Mutual outlet CKCL Toronto. These as well as stations with wireline facilities and not on either network can take sustaining CBC programs carried on either net or programs of national importance, and it is expected will be hooked in for commercial broadcasts if the advertiser desires the duplicate coverage, as at present on some sponsored programs.

No rate cards have been issued yet for either commercial network, but are expected shortly since operations start on Jan. 1. The Trans-Canada net will carry about 17 hours daily of sustaining and commercial programs, and the Dominion net will operate between 8 and 11 p.m. EDT and at other periods when necessary, for the present.

Demoted

BRITISH HUMOR—or call it what you will—prompted this item appearing in the "Personal Pars about Press People" of the London-published *World Press News* of Oct. 28: "Two National Broadcasting Company of America staff men, Miles Trammell and John Royal, have arrived in Britain from the States." Coupla mike men, no doubt.

Mystery Series on 22

NEW mystery series produced by Frederic W. Ziv, titled *Manhunt*, is now heard on the following stations: WHP WGAL WRAC WKOK WSAN WFBG WBRE WBAB WINC WGNY WFAS WJEJ WDEL WWDC WAAT KQW WAKR WGN WIRE WKBN WRRN. Series consists of 78 quarter-hour episodes, each a complete mystery, and is recorded open end for local or regional sponsorship.

CONCERTS of the Cleveland Symphony Orchestra, heard on Mutual Sundays, 9-10 p.m., are now available to the entire 36-station Radio Mil network in Mexico.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

RETAIL SALES UP
Again in December

A predicted increase, according to Sales Management, of 12.2% over last year's record high in Hartford. WDRC will sell your product in Connecticut's Major Market. Basic CBS for Connecticut.

CONNECT IN CONNECTICUT!

CBS

BUILD ON ROCK

Your house, founded on the rock of sales and service, cannot fall. But both sales and service are mighty difficult to supply these days. So, hard-headed businessmen are building a supplementary foundation against the future—based on the established fact of past solidarity and the rosy promise of the future.

Advertising your *name* is what counts now—what will pay dividends later. And, to make sure your message reaches the largest possible number of listeners, broadcast it, in Canada, over CFRB. This station covers the biggest share of Canada's richest market. That's why so many top-flight advertisers broadcast over CFRB. And they do! In a key area, fed by three stations, CFRB broadcasts half the leading sponsored programmes. Make yours one of them.

CFRB
TORONTO

LAST CALL

for 1944 YEARBOOK advertising copy. Final forms are about to close, so please rush copy today.

If you have not yet reserved space in BROADCASTING's YEARBOOK, please wire collect immediately. Regular rates and sizes prevail.

One time rate: Page $230; half page $130; quarter page $72. Yearbook insertion may apply against regular schedule and earn frequency discounts.

SHOWS MEAN AUDIENCE!

JOHN FREEDOM
THE SOUTHERNAIRES
THAT'S A GOOD ONE
THE PARKER FAMILY
LET'S LEARN SPANISH
METROPOLITAN AUDITIONS
DUNNINGER-MASTER MIND READER

ALL ON —

WINN LOUISVILLE
with
WINN
Your
BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

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JACK GALE, formerly in charge of radio exploitation for films of 20th Century-Fox Studios, has been appointed West Coast radio director of Buchanan & Co., Los Angeles.

BERTON BRALEY, free-lance writer and correspondent, has joined the public relations staff of J. Walter Thompson Co., New York.

EDUARDO Y MARTINEZ, former radio news editor of United Press, and previously editor of *Latin American Buyer*, has been appointed media department manager of National Export Advertising Service Inc., New York.

HARRIETT MILLER, former continuity editor of WTOP Washington, has joined the Harwood Martin Agency, Washington, as script writer.

CLIFTON TRAIN has been appointed manager of the Montreal office of James Fisher Co. John C. Walsh, manager for two years, will continue as an account executive.

R. W. WEBSTER Adv., Los Angeles, has opened branch offices in Big Bear, Cal.

FOOTE, CONE & BELDING, servicing account of RKO Radio Pictures Inc., has established an office on the film studio's lot, at 780 N. Gower St., Hollywood. Office is under director of Ellison Vinson, account executive.

WILLIAM BLEES, vice-president in charge of West Coast operations for Young & Rubicam Inc., after more than two months in New York for home office conferences, has returned to Hollywood.

DALE LINDSEY, formerly assistant to the president of Chas. W. Hoyt Co., New York, has joined Hill Adv. Inc., New York, as assistant to Weston Hill, president, and as account executive.

KENNETH MacGREGOR, former program director of WGN Chicago and previously a radio producer for Benton & Bowles, New York, has joined Wm. Esty & Co., New York, as a producer-director.

'Bumper Crop' of New Businesses Show Deep Faith in Miami's Future

Miami is sprouting a bumper crop of business enterprises manned by enthusiastic entrepreneurs, many of them new to Florida.

During the past month 220 new proprietors have launched business ventures in Miami.

Reasons for the boom? They are multiple. Big business people, and little ones, too, feel sure about the future.

They believe the winter will produce one of Miami's biggest vacation seasons. Shops closed for a year or more are reopening.

Money, the shopkeepers find, is spent freely. Population increases continue steadily. New families, many with men in the service, are here. Many will not leave, even when war ends.

Local Newspaper Nov. 5, 1943

National Representative GEORGE P. HOLLINGBERY COMPANY

NBC
610 KC
5,000 WATTS

WIOD MIAMI

WIOD Covers This New Rich Market
As Completely As Miami's Magic Sun

First on New York's Dial...570

wmca

America's Leading Independent Station

Tentative Line Up Places 45 Stations On One New Canada Net, 25 on Other

By JAMES MONTAGNES

TENTATIVE lineup of the newly formed Trans-Canada and Dominion networks to be operated by Canadian Broadcasting Corp. from Jan. 1, 1944, [BROADCASTING, Nov. 15] places 45 stations on the Trans-Canada net and 25 stations on the Dominion chain. No official release showing the actual lineup of stations has been issued yet by the CBC.

The Trans-Canada net, now known as the CBC National Network, will cover from coast to coast with the following stations: CBR Vancouver, CFJC Kamloops, CKOV Kelowna, CJAT Trail, CKLN Nelson, CBK Watrous, CKY Winnipeg, CKCK Regina, CJCA Edmonton, CFAC Calgary, CJOC Lethbridge, CBL Toronto, CBO Ottawa, CKWS Kingston, CFCH North Bay, CJKL Kirkland Lake, CKGB Timmins, CKSO Sudbury, CKPR Fort William, CKLW Windsor, CKOC Hamilton, CFOS Owen Sound, CBF Montreal, CBM Montreal, CBV Quebec, CBJ Chicoutimi, CHNC New Carlisle, CJBR Rimouski, CHGB Ste. Anne de la Pocatiere, CKCV Quebec, CKCH Hull, CKVD Val d'Or, CKRN, Rouyn, CHAD Amos, CBA Sackville, CHNS Halifax, CJCB Sydney, CFCY Charlottetown CKCW Moncton, CHSJ Saint John, CFNB Fredericton, CJLS Yarmouth, CJFX Antigonish, CHGS Summerside, CKNB Campbellton.

Dominion Network

The Dominion net lineup consists, from east to west, of CHLT Sherbrooke, CFCF Montreal, CKCO Ottawa, CHOV Pembroke, CFLC Brockville, CJBC Toronto, CHEX Peterboro, CHML Hamilton, CKTB St. Catherines, CFPL London, CFCO Chatham, CJIC Sault Ste. Marie, CJRL Kenora, CKRC Winnipeg, CKX Brandon, CJGX Yorkton, CKRM Regina, CHAB Moose Jaw, CFQC Saskatoon, CKBI Prince Albert, CFCN Calgary, CFRN Edmonton, CHWK Chilliwack, CJOR Vancouver and CJVI Victoria.

In western Canada three stations formerly on the CBC National Net —CHAB, CFQC and CKBI have moved to the Dominion net, denoting full commercialization of the CBC 50 kw CBK, which like CBA on the east coast, was not used commercially at first and is listed only at a nominal rate on the current rate card.

The original announcement of the formation of the two nets said 19 Canadian stations would not be on either net, either because of lack of line facilities or because their area was covered by other stations. Included are the CBS outlets CFRB and CKAC at Toronto and Montreal, and the Mutual outlet CKCL Toronto. These as well as stations with wireline facilities and not on either network can take sustaining CBC programs carried on either net or programs of national importance, and it is expected will be hooked in for commercial broadcasts if the advertiser desires the duplicate coverage, as at present on some sponsored programs.

No rate cards have been issued yet for either commercial network, but are expected shortly since operations start on Jan. 1. The Trans-Canada net will carry about 17 hours daily of sustaining and commercial programs, and the Dominion net will operate between 8 and 11 p.m. EDT and at other periods when necessary, for the present.

Demoted

BRITISH HUMOR—or call it what you will—prompted this item appearing in the "Personal Pars about Press People" of the London-published *World Press News* of Oct. 28: "Two National Broadcasting Company of America staff men, Miles Trammell and John Royal, have arrived in Britain from the States." Coupla mike men, no doubt.

Mystery Series on 22

NEW mystery series produced by Frederic W. Ziv, titled *Manhunt*, is now heard on the following stations: WHP WGAL WRAC WKOK WSAN WFBG WBRE WBAB WINC WGNY WFAS WJEJ WDEL WWDC WAAT KQW WAKR WGN WIRE WKBN WRRN. Series consists of 78 quarter-hour episodes, each a complete mystery, and is recorded open end for local or regional sponsorship.

CONCERTS of the Cleveland Symphony Orchestra, heard on Mutual Sundays, 9-10 p.m., are now available to the entire 36-station Radio Mil network in Mexico.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

RETAIL SALES UP

Again in December

A predicted increase, according to Sales Management, of 12.2% over last year's record high in Hartford. WDRC will sell your product in Connecticut's Major Market. Basic CBS for Connecticut.

CONNECT IN CONNECTICUT!

BUILD ON ROCK

Your house, founded on the rock of sales and service, cannot fall. But both sales and service are mighty difficult to supply these days. So, hard-headed businessmen are building a supplementary foundation against the future—based on the established fact of past solidarity and the rosy promise of the future.

Advertising your *name* is what counts now—what will pay dividends later. And, to make sure your message reaches the largest possible number of listeners, broadcast it, in Canada, over CFRB. This station covers the biggest share of Canada's richest market. That's why so many top-flight advertisers broadcast over CFRB. And they do! In a key area, fed by three stations, CFRB broadcasts half the leading sponsored programmes. Make yours one of them.

CFRB

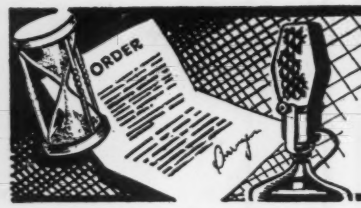
TORONTO

LAST CALL

for 1944 YEARBOOK advertising copy. Final forms are about to close, so please rush copy today.

If you have not yet reserved space in BROADCASTING's YEARBOOK, please wire collect immediately. Regular rates and sizes prevail.

One time rate: Page $230; half page $130; quarter page $72. Yearbook insertion may apply against regular schedule and earn frequency discounts.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFIL Philadelphia

Dad's Old Fashioned Root Beer Co., Philadelphia (root beer), 17 *ta* weekly, 52 weeks, thru J. M. Korn, Philadelphia.
Lyons Finance Co., Philadelphia (finance service), 15 *sa* weekly, 13 weeks, thru J. M. Korn, Philadelphia.
Soilcide Laboratories, Montclair, N. J. (Heetsaver Weatherstrip Tape), 5 *sa* weekly, thru Advertising Associates, Newark, N. J.
Philadelphia Electric Co., Philadelphia (household appliances), 3 *sa* weekly, 26 weeks, thru Al Paul Lefton Inc., Philadelphia.
Chamberlain Sales Corp., Des Moines, Ia. (Chamberlain's Lotion), 6 *sa* weekly, thru Cary-Ainsworth, Des Moines, Ia.
Seeman Bros., New York (Aur-Wick), 5 *sa* weekly, 13 weeks, thru William H. Weintraub, N. Y.
Dr. D. Jayne & Son, Philadelphia (Jayne's Cough Syrup), 5 *sp* weekly, 13 weeks, thru J. M. Korn, Philadelphia.

WJZ New York

Foot Form Shoe Shops, New York (Indian Walk shoes), 5 *sa* weekly, thru Walter W. Wiley Co., N. Y.
Mason, Au & Magenheimer Mfg. Co., Brooklyn (candy), 12 *sa* weekly, 13 weeks, thru Erwin Wasey & Co., N. Y.
C. W. Products, New York (Foxhole Pillow), 2 *sa* weekly, 13 weeks, thru Craven & Hedrick, N. Y.
Prince George Hotel, New York, 35 *ta* weekly, 13 weeks, thru Frank Best & Co., N. Y.
Edward Morgan, New York (buyer of used cars), 35 *ta* weekly, thru Miller Adv., N. Y.
Time Magazine, New York (help wanted), 15 *ta* weekly, thru Young & Rubicam, N. Y.

KPO San Francisco

Haas Bros., San Francisco (canned foods), 5 *sp* weekly, 52 weeks, thru Leon Livingston Adv. Agency, San Francisco.
Regal Amber Brewing Co., San Francisco (beer), 1 *sp* weekly, 26 weeks, thru M. E. Harlan Agency, San Francisco.
Meyenberg Milk Co., San Francisco (milk), *sp* weekly, 13 weeks, thru M. E. Harlan Agency, San Francisco.

KDKA Pittsburgh

Dravo Corp, Pittsburgh (employment), *sa* weekly, thru Ray Sayre Adv. Agency, Pittsburgh.
Miami Margarine Co., Cincinnati (Nu Maid) 8 *sa* weekly, 26 weeks, thru Ralph H. Jones Co., Cincinnati.
Ft. Pitt Bedding Co., Pittsburgh 3 *sp* weekly, 13 weeks, thru Smith, Taylor & Jenkins, Pittsburgh.
Planters Nut & Chocolate Co., Wilkes Barre, 6 *sp* weekly, 52 weeks, thru Goodkind, Joice & Morgan, Chicago.
Resinol Chemical Co., Baltimore (Resinol Ointment), 100 *sa*, 32 weeks, thru Courtland D. Ferguson Inc., Baltimore.
James Austin Co., Pittsburgh (cleaners), 3 *t* weekly, 13 weeks, thru F. A. Ensign Co., Pittsburgh.
Joseph Burnett Co., Boston (extracts), 3 *sa* weekly, 13 weeks, thru H. B. Humphrey Co., Boston.

KFRC San Francisco

Western Book & Tract Co., Oakland, Cal., 2 *sa* weekly, 52 weeks, direct.
42 Products, Los Angeles (shampoo and hair oil), 5 ta weekly, thru Hillman-Shane-Breyer, Los Angeles.
All-State Insurance Co., Chicago (insurance) 5 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.
Winterland-Folies Bergere, San Francisco (Folies Bergere), 2 *sa* weekly, thru Allied Alvertising Agencies, San Francisco.

WAIT Chicago

Galvin Mnfg. Co., Chicago (Motorola radios), 6 *sp* weekly, 13 weeks, thru George Jaworowski Adv., Chicago.
Kent Cleaners, Chicago, 36 *sa* weekly, 13 weeks, direct.
Helios Food Products, Chicago (vitamin tablets), 6 *sp* weekly, 13 weeks, thru United Advertising Co., Chicago.
Chicago Mail Order Co., *sp* weekly, 13 weeks, direct.
Nippersink Lodge, Nippersink, Ill., (real estate), *sp* weekly, 52 weeks direct.

WOR New York

Axton-Fisher Tobacco Co., Louisville (Fleetwood Cigarettes), weekly *ne*, 52 weeks, thru McCann-Erickson, N. Y.
Wheatena Corp., Rahway, N. J. (Wheatena), 3 ne weekly, 52 weeks, thru Compton Adv., N. Y.

KECA Los Angeles

Weaver Jackson Co., Los Angeles (beauty shop chain), weekly *sa*. 52 weeks, thru Milton Weinberg Adv Co., Los Angeles.
D. E. Sanford Co., Los Angeles (cleaner), weekly *t*, 13 weeks, thru Dana Jones Co., Los Angeles.

CFCF Montreal

Associated Textiles of Canada, Montreal, 26 *sp*, direct.
Borden's Toronto, (milk) 26 *sp*, thru Young & Rubicam, Toronto.
Byres Flour Mills, Camrose, Alta. (Sunny Boy cereal) 52 *sp*, thru Stanfield and Blaikie, Montreal.
Mongeau & Robert, Montreal (coal) 56 *sa* thru J. E. Huot Ltd., Montreal.
Pickwick Clothes, Montreal, 13 *sp*, thru Associated Broadcasting Co., Montreal.
Robin Hood Flour Mills, Montreal (cereal) 26 *sp*, thru Young & Rubicam, Montreal.
Dr. Jackson's Food Products, Toronto, (Roman Meal cereal) 87 *t*, thru Harry E. Foster Agencies, Toronto.
Super Health Aluminum Co., Toronto (kitchen appliances) 26 *sa*, thru All-Canada Radio Facilities, Toronto.
Underwood-Elliott-Fisher, Toronto (business machines) 26 *sp*, thru J. J. Gibbons Ltd., Toronto.

WHN New York

Empire Gold Buying Service, New York, *ta*, 56 weeks, thru Harry Oppenheimer, New York.
Automobile Brokers Corp., New York (used cars), *sa* 13 weeks, thru H. S. Goodman N. Y.
Twin City Shellac Co., Brooklyn (Dan-Dee Polish, Wax), *sa* 52 weeks, thru Diener & Dorskind, N. Y.
Industrial Tape Co., New Brunswick. N. J., *sa*, 13 weeks, thru M. H. Hackett Co., N. Y.
Word of Life Fellowship, New York, weekly *sp*, 52 weeks, direct.

WENR Chicago

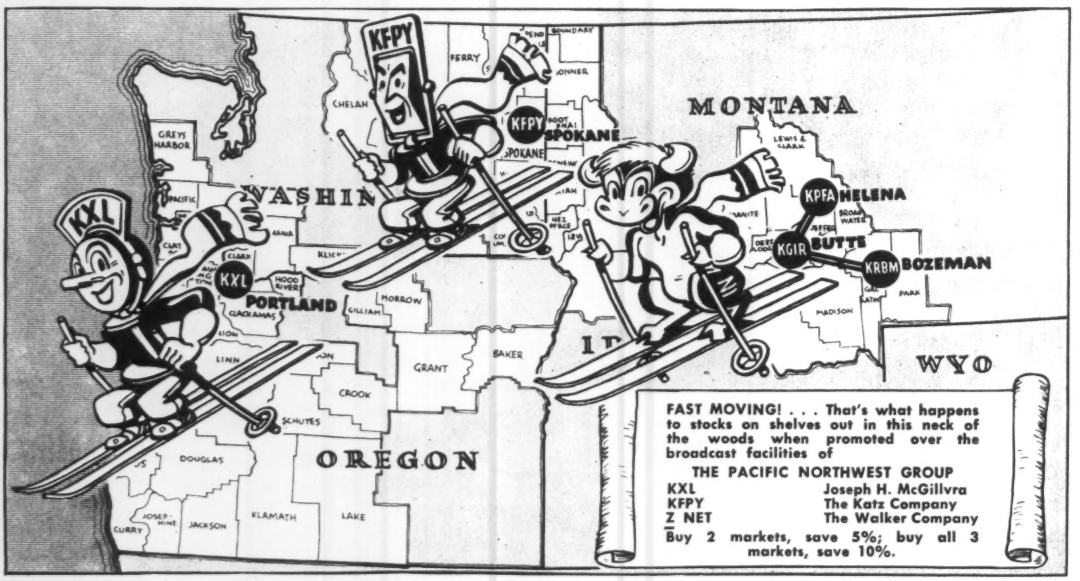
Chicago Daily News, 2 *sp* weekly, 13 weeks, thru Weiss & Geller, Chicago.
Barloma Wine, Chicago, 5 *sp* weekly, 13 weeks, thru Irvin Myreson Adv., Chicago.
Atlantic Brewing Co., Chicago, 3 *sp* weekly, 13 weeks, thru Weiss & Geller, Chicago.
Lanteen Medical Laboratories, Chicago (Vi-teens), 2 sa weekly, thru McCann-Erickson Adv., Chicago.
Forum Cafeterias, Chicago, 13 *sa*, thru R. J. Potts-Calkins & Holden, Kansas City.

KYW Philadelphia

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*),3 *sa weekly*. 13 weeks, thru MacFarland, Aveyard & Co., Chicago.
Avery Corp., Chicago (R-V-Lite Glass Substitute), 3 *sa* weekly, thru First United Broadcasters, Chicago.

KWKW Pasadena

National Soap Co., Los Angeles (industrial soap), 6 *sp* weekly, 10 weeks; 42 *sa* weekly, 4 weeks, direct.



RADIO IS PRAISED IN WAC RECRUITING

RECRUITING for the various women's military services has had considerable success this year thanks to the "usual fine support" of the radio industry, Phil Cohen chief of the Domestic Radio Bureau of OWI, has informed networks stations and agencies.

In a memorandum to the industry on the subject of WAC recruiting, Mr. Cohen transmitted a letter received from Col. Oveta Culp Hobby, WAC director, which states that the OWI radio campaign during the period of Sept. 27 to Oct. 17 "contributed greatly to the increase in the number of recruits now enlisting in the WAC".

Col. Hobby expressed appreciation through the OWI "to all who had a part in writing and presenting the programs, to the program sponsors, and to the stations for all that was done to aid in this recruiting drive."

S. O. Coast Special

STANDARD OIL Co. of California, San Francisco (institutional), in a Christmas Day salute to its 6,000 employes now in the armed services, will sponsor a 60-minute variety program on approximately 100 NBC stations on Dec. 25 only, Saturday, 12 noon-1 p.m. (EWT). Program will also be shortwaved to the AEF. Lewis Stone, film actor, has been signed as m.c. Talent line-up includes Frances Langford, Lee Sweetland, Robert Armbruster orchestra and Howard Chandler's choir. BBDO is agency.

Vultee 52 Weeks

FOLLOWING a two month test with six 15-minute periods weekly Consolidated Vultee Aircraft Corp. has signed for 52 weeks on KGB San Diego. The company manufactures Liberator B-24, Catalina and Coronado planes for Army and Navy. The test program was a dramatized adventure series, titled *The Voice of the Liberator*. New contract continues the six a week with an added 30 minutes Sunday night for a musical program using employe talent. Paul Terry is producer-director for Barnes Chase Co., agency.

NBC Sport Discs

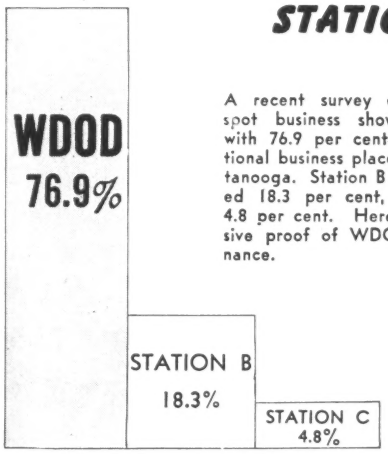
RECREATING famous sports events and featuring Sam Hayes, West Coast newscaster as narrator, NBC Hollywood radio recording division has started cutting a new series of 26 quarter-hour library transcriptions titled *Thru the Sports Glass*. Frank Barton is announcer for the series with Harry Saz handling production.

THE NEWS ROUND-UP on Mutual by *The Christian Science Monitor*, Monday through Friday, 6:30-6:45 p.m., has acquired three local sponsors since Nov. 1, when it was made available for cooperative sale. Advertisers are: Wm. Hengerer Co., on WGR Buffalo; Kerr Department Stores, on KOCY Oklahoma City, and Kenney Mayonnaise Products, on WLOL Minneapolis. Program is titled *The World's Frontpage*.

DAILY RECORDINGS of the *American School of the Air* are being made by KIRO Seattle for KFAR Fairbanks, Alaska. Kenneth Yeend, KIRO's educational director says they will be rebroadcast for schools and adult listeners in the territory.

Power to do the job!

THE TIME BUYERS' STATION



A recent survey of national spot business shows WDOD with 76.9 per cent of all national business placed in Chattanooga. Station B was awarded 18.3 per cent, Station C 4.8 per cent. Here is conclusive proof of WDOD'S dominance.

Giant General Shermans have irresistible power, because they are constructed with adequate power to do the job designed for them. Crashing over practically any obstacles, they are magnificent examples of our modern equipment in waging this global war.

WDOD, too, is equipped to do the job in Chattanooga . . . . with adequate power to cover this rich, productive territory.

SPEAKING OF HOOPER!

Hooper figures for Chattanooga show WDOD far out in front morning, afternoon and night.

WDOD

CBS FOR CHATTANOOGA, TENN.

5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

SUPPOSE WE SAY IT LIKE A PRIMER...

What is the man doing?

The man is thinking

What is the man thinking about?

The man is thinking about WOR and the New York market

He looks worried

XUM

He *is* worried. You see, he's been spreading client money over war-active cities from coast to coast, but forgetting that one of America's greatest boomtowns is right where his agency's located — New York.

Is this news?

It seems so. WOR finds that New York just hasn't been talking about itself. WOR finds, for instance, that a lot of agencymen and advertisers don't know that $550,023,000 worth of things to wear were sold in New York in 1942 . . . or 200% more than was sold in the next highest ranking city, Chicago.

New Yorkers are well-heeled, yes?

They have $2,000,000,000 more to spend for the things you make today than they did in 1941.

They say people haven't been moving into New York.

Peculiar. WOR has found that 200,000 people have moved into New York during the past year.

Do New Yorkers eat well?

Well, New York ranked first among all American cities in food sales in 1942. Food was bought to the tune of $1,000,687,000 worth, to be exact. Probably will be much greater than that in 1943, considering the way population's grown.

How's the job situation?

Manufacturing has jumped so greatly in the past year that unemployment is off 80%. Probably the greatest gain made by any city in so short a time.

our address is **WOR**

that power-full station

at 1440 Broadway, in New York

NOTE: In war or out of it, stable, increasingly prosperous New York is a natural radio market. Concentrated within its colorful metropolis and attractive, densely-populated suburbs are 3,782,500 radios. Any advertiser whose problem is getting more sales today, or protecting his brand in a competitive postwar market, should seriously consider the pleasantly quick way that power-full WOR can do more for less in New York. We can prove this statement very interestingly with sponsor-approved, wartime success stories. Ask to see them.

XUM

. . . and

81 Newspapers, too!

Rural Minnesota *sees* as well as *hears* what Harry Aspleaf, KSTP's Farm Service Director, has to say.

No — we're not televising yet, but, in addition to broadcasting 18 popular programs weekly, Harry writes a by-lined column, "On the Minnesota Farm Front." And despite space limitations, *81 papers publish Harry's column each week*, winning hosts of new friends and keeping old ones sold on KSTP and its Farm Service Director — the northwest's outstanding radio agriculturalist.

This is just *one more way* in which KSTP is constantly cultivating and enlarging its important rural audience. Other features of our current promotional campaign are:

1. Big ads in The Farmer (Minnesota circulation, 147,000).
2. Full-page ads in Land O'Lakes News, reaching 65,000 Minnesota farmers.
3. Audience-building ads in 344 rural newspapers.
4. Personal appearances of KSTP's Barn Dance group in Minnesota towns.
5. "Around Radio Row" (radio news-and-gossip column) published weekly by 70 country newspapers.

Sales-wise promotion like this adds an *important plus* to KSTP's *effective* and *economical coverage* of the rich Twin Cities Market. Let KSTP do the *big* selling job for you in Minnesota.

50,000 WATTS . . .
Clear Channel

Exclusive NBC Affiliate for the Twin Cities

KSTP
MINNEAPOLIS . . . ST. PAUL

Represented nationally by Edward Petry & Company

Equal Time Clause Favored

(Continued from page 12)

will be against any circumvention of the FCC's effort to get broader possible authority.

Senators who attend the hearings last week included Wheeler, Clark (D-Ia.), Tunnell (D-Del.), McFarland (D-Ariz.), Tobey (R-N.H.), Reed (R-Kans.), Gurney (R-S.D.), Hawkes (R-N.J.), Moore (R-Okla.). Senator White, co-author of the measure, was absent and was out of town part of the time.

Only Wheeler At Monday Session

Chairman Wheeler was the only committee member attending Monday's session, which heard Mr. Woodruff and Mr. Miller.

"I am convinced of the need for Congress to consider the problems of our industry and to pass such new legislation as will tell me more clearly than at present what my rights are and what my duties are under the law," said Mr. Woodruff, speaking as an individual broadcaster, operating three 250-w stations. "If this bill or any other bill which this committee might write, tells me when, and under what circumstances I have the right to be heard before the Commission, and, if necessary, the courts; the extent to which I am to remain as the judge of what is broadcast over my station; and the limits of the controls which the Commission is able to exercise over my operations, then I am 100% in favor of it."

Mr. Woodruff recommended some penalty "short of revocation", declaring that "some of the fear and uncertainty" of broadcasters "is due to their knowledge that any violation of a rule or regulation, regardless of how innocent or minor it may be, could result in the loss of a station's license or an expensive and lengthy hearing before the Commission on an application for renewal of license."

While Mr. Woodruff didn't offer a solution, he opposed suspension of operation because "that would penalize the listening public". He urged clarification of the section of the proposed measure governing "equal rights" of all political parties to time on the air.

Woodruff Sees 'Endless Cycle' Answering Commentators

"Why didn't the NAB clear up some of these things?" demanded Senator Wheeler. "Then you wouldn't have to come to Congress or wait until the Supreme Court takes a whack at you and then come here." That touched off the debate which has featured virtually every session of the hearing, namely: The right of a person "attacked" by a commentator to reply. Mr. Woodruff contended the law should not force any broadcaster to initiate a broadcast on a controversial subject, but should a station air such a program, then the opposition should be afforded equal time.

Senator Wheeler also asked Mr. Woodruff a question which he has posed on several previous occasions: "Do you think you should be responsible for programs originating in Hollywood and New York?" In cases of "slander or libel" Mr. Woodruff said he thought a network affiliate should not be held liable, inasmuch as generally a station doesn't know what's to be said on a network program. "I definitely feel that's the network's responsibility," he asserted.

When Senator Wheeler brought up his proposal that public officers attacked by commentators should have the commentator's time to reply, Mr. Woodruff said: "I see in that an endless cycle, eventually excluding commentators from the air. The time has come when there should be some identification differentiating between opinion and fact. An amendment where commentators are required to label opinion and facts should be the answer. It would keep commentators from going off the deep end. I'm heartily in accord with a curb on this rolling snowball which is growing."

House Committee Testimony Introduced

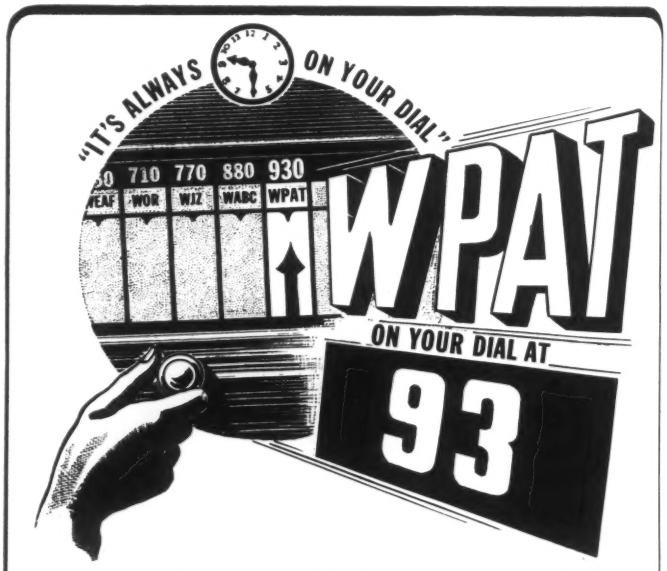
When Mr. Miller took the stand he read into the record a transcript of testimony taken last Aug. 10 before the House Select Committee to investigate the FCC in which Robert Richards, assistant to J. Harold Ryan, Assistant Director of Censorship in charge of the Broadcast Division, testified. That testimony had to do with a conversation Mr. Richards said he had Aug. 25, 1942, with Sidney Spear, then of the FCC.

Mr. Richards told the House committee that when Lee Falk, then of OWI, found a foreign language announcer he felt should be taken off the air, Mr. Falk would suggest it to the station manager. If nothing happened the broadcaster would discover he was having trouble getting his license renewed before the FCC. Then he'd fire the individual in question and his license would be renewed.

As Mr. Miller read the Richards testimony, Charles R. Denny, FCC general counsel, gave to Edward Jarrett, committee clerk, a copy of the *Congressional Record* dated Nov. 2, 1943. Mr. Jarrett handed it to Senator Wheeler. When Mr. Miller concluded, Senator Wheeler said:

"I have been handed a speech under Extension of Remarks by Congressman Coffee of Washington." He read the speech, part of it aloud. The Representative, a Democrat, brought out that Mr. Spear left the Commission eight days after the alleged conversation with Mr. Richards, that he was inducted in the Army, and that he had written a denial that the conversation took place. When the Congressman referred to the purported activities of Messrs. Spear and Falk, he called it "cooperation between two Government agencies". Senator Wheeler had a different term for it, however.

"I think it amounts to a lot more than cooperation between two agencies," he declared. "It certainly shouldn't be for the Commission to say they ought to fire him unless he's guilty of some sub-



WE LIVE IN A FASHIONABLE NEIGHBORHOOD

As you can see from the dial... it's no effort at all for Mr. & Mrs. Listener to "drop in at our house"... and the first "visit" usually proves so enjoyable that dialing 93 soon becomes a habit.

OUR HEAVY MAIL PROVES IT!

Sell your clients WPAT... the fastest growing station in the metropolitan area.

RADIO STATION **WPAT** { PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

XUM

Voice communications on every front...

Whether by radio or land wire telephone, a voice command gets the job done with clarity and speed.

Available from stock, 1700U series microphone. Single button carbon type, push-to-talk switch, etc. For trainers, intercommunication and general transmitter service.

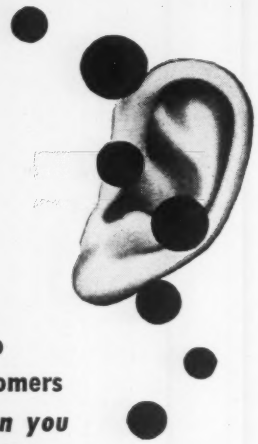
UNIVERSAL microphones are playing a vital part in voice communications of all the Armed Forces . . . being the first instrument through which a command is given. Care must be taken that the electronic patterns of the voice are held true for the many electrical circuits through which they must later pass. UNIVERSAL microphones with their precise workmanship are carrying the message through in all forms of voice communication whether from a tank, ship or aeroplane. UNIVERSAL products meet all U. S. Army Signal Corps Laboratory tests. Standardization of parts, inspection, and workmanship of high order combined with the best of material, make UNIVERSAL'S microphones and accessories outstanding in every application.

U. S. Army Signal Corps and U. S. Navy plugs and jacks are offered as voice communication components to manufacturers of transmitters and sound equipment for the Armed Forces. Catalog No. 830 contains complete details.

UNIVERSAL MICROPHONE CO. LTD.

INGLEWOOD, CALIFORNIA

FOREIGN DIVISION, 301 CLAY ST., SAN FRANCISCO 11, CALIF. • CANADIAN DIVISION, 560 KING ST. W., TORONTO 2, ONTARIO



You keep customers when you KEEP SPOTS BEFORE THEIR EARS!

• ASK A JOHN BLAIR MAN ABOUT SPOT RADIO

JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

The TEXAS RANGERS now

Selling Cold Tablets on WMC Memphis

...also selling many other products on many other stations.

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versive activities." He read on, then concluded: "To say the least, if anything of that kind happened, it's pretty high-handed."

Miller Offers Four Political Time Suggestions

The remainder of Mr. Miller's testimony had to do with the proposed legislation. With reference to a section providing that equal time be given political candidates or parties, Mr. Miller said the sections of the bill "are in need of further study and clarification." He offered four suggestions for the committee's consideration:

1. No licensee should be required to permit use of his station for political purposes. The Act should contain a specific provision relieving the licensee from all compulsion from any source to do so.

2. If a licensee, upon his own election, does permit the use of his station for political purposes, then the field of required answer or right of reply should not necessarily be limited to candidates for public office.

3. Any right of reply should be safeguarded by the adoption of statutory provisions definitive of the term 'equal opportunities' as now found in Sec. 315. This term should not be left to Commission definition.

4. In the broadcast of public or political discussions by any speaker, including news commentators, the public should be given adequate information concerning the speaker and the capacity in which he appears. Identification of a sponsor with a commercial product has been required since 1927—identification of a sponsor with an idea could now be required.

"I would be very glad, at the close of the hearings, to prepare wording which will put into concrete form, the views of our Association," said Mr. Miller.

"I think I speak for Senator White when I say," replied Senator Wheeler, "we put in that provision to bring it up for discussion. We have discussed it several times. We'd like to have any suggestions or amendments from the industry, networks or individual stations. I think our only view is that we want to work out something feasible."

Network Licensing Hinted by Wheeler

Senator Wheeler inquired about NAB revenue "in view of the fact that a charge has been made here, but denied". In response to direct questions, Mr. Miller said the NAB annual revenue is about $330,000; that NBC-owned stations pay $41,700 annual dues; CBS $50,400; MBS affiliates owned and operated by NAB board members, $7,328, and BLUE owned and operated stations, $4,800.

"Roughly I'd say NBC contributes about 19 or 20% of our revenue and CBS about 22%," said Mr. Miller. He agreed to provide exact figures for committee records. Mr. Miller explained that in all war activities the NAB services all stations in the country, non-member and member stations alike.

Senator Wheeler again gave an indication that he might feel that networks should be licensed by asking: "If you don't license the networks, would you hold each individual station responsible if the network broadcast libel or scandal?" Mr. Miller said the originating station should be held responsible. As for licensing networks the NAB president remarked:

"How are you going to regulate networks? In many cases, while you're holding the original station liable, it is a net-owned station. We have laws for prosecution of violations without licensing networks."

"I wish you'd give that further study and let us have your views," said Senator Wheeler. He inquired about Mr. Miller's views on commentators. After some discussion Mr. Miller commented, "It seems to me that what you want is to prevent the abuse rather than a remedy. The point is, how can you prevent it without abridging speech?"

"I don't want to abridge the freedom of speech," asserted the chairman. "I want to expand it. Either one of two things has got to happen. A commentator has got to give the people he attacks an opportunity to answer or we've got to stop them."

Senator Wheeler read into the record a letter from Norman Thomas, perennial Socialist candidate for president, in which Mr. Thomas urged that the law provide a certain portion of time be set aside for public forums on a sustaining basis, that program emphasis be placed on balance, that radio be obliged to sell time to cooperatives, farm unions and labor organizations "the same as corporations", that controversial issues be handled strictly on sustaining time and that responsible speakers not be required to submit to "station censorship".

Newspaper Ownership Issue Wins Avid Interest

Avid interest was shown by the committee in opening testimony last Tuesday on the newspaper ownership issue. The overall contention of spokesmen for the Newspaper Radio Committee was that Congress should take the whole question out of the FCC's hands and write into the law provisions clearly preventing discrimination against newspapers or any other class on the basis of business or profession. The manner in which newspapers have been handicapped not only in improving their lot, but in pioneering such new fields as FM and television was emphasized by Messrs. Hough, Kaye, Seymour and Sykes, all appearing as newspaper committee witnesses.

Chairman Wheeler said several times that he felt provision should be made in the law to guarantee equal discussion for all sides of controversial issues and to guarantee against projection of newspaper editorial opinions on the air. He said that commentators repeatedly indulged in editorial criticism and oftimes, in "falsehood" and that people slandered in such instances should be given the same time to reply to the same audience.

Mr. Hough said he was general manager of WBAP Fort Worth, KGKO Fort Worth-Dallas and principle stockholder in KTOK Oklahoma City. He also is treasurer and director of Carter Publications, publishers of the *Star Telegram*. He explained that the committee is made up of 140 newspaper stations of all classes and that it was formed when Order 79 was

Tunnell vs. Tobey

PARTISAN politics burst into the open during the Senate Interstate Commerce Committee hearings last Tuesday when Senator Tunnell (D-Del.), an Administration adherent, tangled verbally with Senator Tobey (R-N.H.), an Administration critic. Out of a clear sky, with Harold V. Hough, chairman of the Newspaper-Radio Committee on the stand, Mr. Tunnell turned to his New Hampshire colleague with the comment, "You have been trying to play politics during these hearings." (He presumably had reference to Mr. Tobey's interrogation of Chairman Fly on the recommended transfer of Radio Intelligence Division to the military and the abolition of Foreign Broadcast Monitoring Service of FCC.) Senator Tobey protested it was "unfair" to attack a colleague at a public hearing, but Mr. Tunnell said, "You have made insinuating remarks about me." Mr. Tobey disclaimed this, and Mr. Hough picked up his testimony where he left off.

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KANSAS CITY
★
EVERETT L. DILLARD
General Manager
PORTER BLDG.
KANSAS CITY

issued by the FCC over two and one-half years ago.

In advocating action by Congress Mr. Hough said that no one disagrees that clarifying the law as to newspapers is a problem, and that it is subject matter for action by Congress. Chairman Fly and every other witness agreed on that, he pointed out. Moreover, Mr. Hough contended that the present "freezing" of newspaper applications by throwing them into what he described as the "agony file" has discriminated against newspapers and retarded progress. The crux of Mr. Hough's argument was that it is "a bad thing for a Commission to exercise for two years and eight months a right which they themselves say is so doubtful that about two years after the hearings they cannot make up their minds whether they have the legal power or not, and yet they exercise that power and refuse to turn it loose."

Mr. Hough said that as the record now stands, there are 169 majority newspaper-owned stations operated in the same towns where the papers are printed—out of a total of 801 stations at the date when the hearings started, and about 900 stations today exclusive of non-standard broadcast stations.

Says Commission Should Not Rule on Own Powers

Asserting that the whole issue of newspaper ownership had been greatly exaggerated, Mr. Hough called attention to repeated statements of Chairman Fly that a decision would be forthcoming shortly. He said it has been almost two years since hearings before the Commission were stopped, but not closed. Only the other day, he said, Mr. Fly testified that the matter would be disposed of "at an early date". The whole question now becomes acute as to future construction, Mr. Hough declared. While broadcast allocations are frozen he said some day "there is going to be a thaw. Some feel spring is in the air now," he said. "Certainly the day will come when the war is over and victory is ours, and this will be the hour when radio equipment will again become available". The building of an FM station requires thousands of dollars of capital and long planning, both engineering and financial. Thus, he said, newspaper stations may find themselves far behind the rest by the time they win their legal victory. That, he added is why action by Congress is now imperative.

VICE-PRESIDENT Henry A. Wallace (left) greeted Chairman James Lawrence Fly (center) of the FCC at the banquet held Nov. 19 by the National Lawyers' Guild [BROADCASTING, Nov. 22]. At right is Justice Henry W. Edgerton of the District of Columbia Court of Appeals.

Mr. Hough insisted he did not think the FCC ought to rule on its own powers. Answering senatorial questions, he said that while newspapers may be biased editorially, this is not reflected in their station operations. Senator Wheeler recalled the testimony of J. Frank Burke, KPAS Pasadena, who admitted that he "editorialized" on the air. Mr. Hough questioned Mr. Burke's status as a newspaperman, and subsequently Mr. Kaye said he thought that Mr. Burke's qualifications as a newspaperman "itself constituted a controversial question". If newspapers editoralized, Mr. Hough declared, that would be a question for the Commission to handle. Thereupon Mr. Wheeler argued the point of FCC supervision of program content, asserting that on such matters authority would have to be vested somewhere.

Agrees on Commission Control of 'Equal Time'

Mr. Hough proposed that these matters should be handled by the industry and that steps should be taken to insure equal time for both sides. He said if the industry did not "clean up the situation" he felt "somebody is going to do it for us". Senator Gurney, himself a former broadcaster, commented that the industry had gone a long way in that regard and Mr. Hough agreed. Senator Wheeler, however, insisted that something would have to be written into the law to require that both sides are presented.

Questioned by Senator Tunnell, Mr. Hough later said he thought the Commission should control the allocation of equal time on the air. Again Senator Wheeler observed the industry would not have the power to enforce any equal time provision and that the only way it could be accomplished would be to write the provision into the law. He alluded to the Drew Pearson statement regarding the reprimand of Gen. Patton and the subsequent denials from the military authorities. He said someone certainly should go on the air, using Pearson's time so as to reach the same audience with the denial. Senator Gurney, however, raised the question whether anyone had made a request for the time. Senator McFarland said he thought matters of that kind "always adjusted themselves", since he had noted newspaper stories that Gen. Patton was reported to have apologized to the enlisted man in question.

Opposing any plan to give the FCC authority over allocation of time, Senator Hawkes said that any such law would be subject to exercise in an arbitrary manner and that he could not understand how language could be written to avoid such a development.

Insisting that allocation of time could not be left to the "whim of a station owner," Senator Wheeler said that the present status is heading toward a Fascist dictatorship. Steps must be taken to prevent

Hon. B. J. Prockter
The Biow Co.
N. Y., N. Y.
Dear Bernie:

WCHS scores another public service victory regarding the long sought Charleston airport. When the rubber plant was built here, it necessitated abandoning our limited service airport. There was consequently a lot of agitation to build a new and unlimited service airport for this great city. Obstacles encountered were too numerous to mention, but we finally are going to have an election to approve a bond issue. WCHS really brought this airport need to the minds of everyone, by giving our station breaks in this manner: "WCHS Charleston, the only city of its size in the country without an airport." At this writing we are saying "Vote 'yes' for the airport" with each station break, and I'm sure it's in the bag. Business men tell us we've done more than anyone to bring about the new airport. Don't you think this is a good example of public service as well as the influence we exert upon the people of this community?

Regards,

Yrs.
Algy

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Charleston, W. Va.

2,280 WOMEN REACHED FOR THEIR PENS

Anne Haney and Louise Holloway get action.

Every weekday morning (9:00–9:15) they present WAPI's *Musical Notebook*.

It's a woman's program from start to finish—bright, amusing, sensible talk about things women want to hear, plus their favorite (and requested) recordings. Anne Haney, one of Birmingham's best-known newspaper women, writes the script. Louise Holloway, a young lady with an unusual quota of microphone charm, does the broadcasting.

Unpretentious, human, sparkling —*Musical Notebook* gets action. A little while ago *2,280 of its listeners wrote for sample packages of a sponsor's breakfast food.*

Musical Notebook has produced action for many a participating sponsor—selling furs, drugs, groceries, cosmetics and other products to Alabama women. And it's still producing.

Right now, there's time available on this popular show—either for 3 to 6 days a week, or on a participating basis.

Ask us or Radio Sales.

WAPI BIRMINGHAM
The Voice of Alabama
COLUMBIA NETWORK
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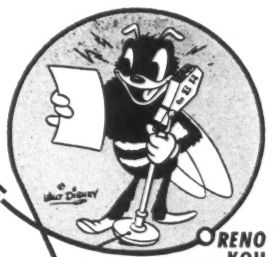
FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is *The Beeline*



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No. 1 Station in a No. 1 Market
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If you buy or plan advertising for Iowa, you need
THE 1943 IOWA RADIO AUDIENCE SURVEY
gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to
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"Little Chief" says:-
UGH! UGH!*

*KSEI is your best bet in IDAHO
KSEI
POCATELLO · IDAHO

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.
WIBW The Voice of Kansas in TOPEKA

buying time for controversial issues so that only those groups financially able will get on the air, whether capital or labor, said Senator Wheeler.

"I think that the radio industry —the chains—should put controversial issues on option time that they get from the stations," Chairman Wheeler asserted. "For instance if they put John Smith on from Washington, John Doe should go on to answer him. We should write into the bill that where you put one side on you must put on the other."

Asks For Discrimination On Lawful Occupation

Declaring that newspaper stations are ready to be measured by the same yardstick and are ready to live up to the same rules and render the same public service required of anybody else, Mr. Hough said the one thing newspaper stations don't want "is to be segregated into a special class along with aliens and convicted criminals and told that they, as a group are unfit to engage in radio." Mr. Hough asked that Congress write a law which will be so clear "that no man can ever again doubt that every application should be treated on its individual merits and that no man should be discriminated against because of race, creed or lawful occupation."

Mr. Kaye, second witness for the Newspaper Committee, reviewed the proceedings before the FCC, pointing out that more than 3,500 pages of testimony, two-thirds introduced by Commission counsel, and more than 400 exhibits, 90% introduced by the Commission, had been put in the record. He said he had heard no claim from any source that the thousands of pages of evidence tend in the slightest to show that stations associated with newspapers fall short in any way from the highest standards of public service.

Alluding to the discussion on equal time for controversial issues, Mr. Kaye said that the making of such a rule constitutes a complete answer to the newspaper situation. He assumed the rule would be of general application, and therefore affect all licensees. The newspapers, he promised, would be in the forefront in abiding by such a rule, which would eliminate all semblance of editorializing on the air in behalf of special interests.

Referring to the 74 communities in which there is one newspaper and one radio station, Mr. Kaye, said, "no concern should be felt about such operation". He pointed out there is no shortage of frequencies in these areas and that the reasons the newspapers operated the radio stations were purely economic. There is not one of these communities in which qualified persons could not obtain frequencies for several other stations, he said. If the newspapers had not pioneered in establishing the stations, there would be no local broadcasting station at all.

Holds 'Editorializing' Is Fallacious Argument

Fundamentally, Mr. Kaye contended, the entire stand of the Commission is based upon an inherent fallacy. Ownership of a station by a newspaper, he added, does not demonstrate that a publisher will editorialize through the station any more than ownership of a station by any other person means that it is necessarily a sounding board for the personal views of the owner. The Commission investigation, he declared, disclosed no such editorializing. Pointing out radio now faces a period of rapid expansion, Mr. Kaye cited FM and television and facsimile as standing on the threshold of the near future. One of these, facsimile, he declared, is a type of broadcasting which results in a printed newspaper issuing from the radio receiver. Newspapermen should not be debarred from engaging in it.

For the newspapermen in the field of radio, the present "paralysis is as incapacitating, and in the end will prove as fatal as summary execution itself," he said.

Mr. Kaye referred to the recent statement of Commissioner T. A. M. Craven, pointing out that in many cities there are more radio stations than newspapers and that less capital investment is required to establish a radio station than a modern newspaper. The substance of Commissioner Craven's statement was that the radio developments of the future, the day need not be far removed when there will be sufficient opportunities for any number of persons to establish broadcasting enterprises in any community.

Mosby Outlines His Affiliation Plan

Newspapers were in the forefront pioneering the present system of radio and are equally necessary in pioneering the fields of the future, said Mr. Kaye. If they are not going to be barred permanently, they need the clear go ahead signal now, Mr. Kaye said, and that relief can come only from Congress.

"The need for Congressional action is not only admitted and clear, it is urgent", Mr. Kaye concluded. "The discrimination which exists has already done harm which cannot be measured."

Mr. Mosby, first witness to appear Wednesday, outlined to the Committee his plan of network affiliation for all major networks, whereby stations would retain a firm option on the last half hour out of each hour daytime and the last quarter hour evenings for local programs, regional, transcription, or competing networks. Originally submitted several months ago, Mr. Mosby said the reaction to his plan from stations indicated that a 15-minute segment would be ample both day and night for non-network programs.

Suggesting use of off-the-line recordings of network programs so that similar periods could be used in all time zones for the same programs, Mr. Mosby said his plan had the blessing of many broadcasters and even of Chairman Fly. But he pointed out Mr. Fly held it was a matter over which the FCC has no jurisdiction and one that would have to be resolved by the networks themselves.

Under his plan, as revised, Mr. Mosby said the parent network would have a firm option on affiliated stations' time during the first three-quarters of every hour, 18 hours a day. While this would eliminate one-hour shows, he held that two present day half-hour programs could be condensed to fit the 45-minute period. His option plan, Mr. Mosby said, would permit more equitable distribution of facilities than the "present block system" and more definite planning of programs by both network and affiliate without conflict.

Urges No Announcement Of Transcriptions As Such

The Montanan strongly urged elimination by the FCC of the requirement that transcriptions be announced as such. He said the quality of transcription programs equals that of network programs, because of the limitations of the lines and that there was no longer

Proposed Change

HERE is how the Newspaper-Radio Committee would have the White-Wheeler Bill amended to eliminate discrimination against newspaper-owned stations forever more:

Insert after the word "shown", Line 10, Page 26, Section 16—"neither shall the Commission deny or withhold any rights, privileges, benefits or licenses, or impose, exact, enforce or demand any penalties, denials, prohibitions or conditions, because any applicant or other person has been, is, or shall be engaged or interested in any lawful business or occupation."

ACCESS (Ky.) AIN'T OPEN TO US!
Nope, WAVE probably doesn't have a friend to its name in Access (Ky.). Reckon we miss a couple dozen people that way! But one thing we *don't* miss is the Louisville Trading Area, with 1,336,000 people and 242,077 radio homes! We ain't lookin' the other way when these people go to buying their 57.5% of all the State's merchandise, either. We help 'em! Like to get in here yourself—with no extra charge for *Access?*
LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

any valid reason for continuing the disclaimer announcement. By transcribing network programs off-the-line for "delayed broadcasts", he said, good service could be given listeners in all time zones at the same time. His plan, Mr. Mosby asserted in replying to Senator Wheeler, would leave stations free to take transcribed programs from other networks. By allocating a section of each hour to each affiliate, the networks would open the way for guaranteed time in prime periods for non-wire network programs and enable stations to provide better local service without "kicking around" local features.

Declaring that the plan had been approved and praised "highly" by many stations, because of its simplicity and equity, Mr. Mosby read into the record a series of commendatory letters from broadcasters. Those in the western time zones particularly endorsed the plan. Several letters said that the plan was "too simple" and "too logical" to get anywhere.

When Senator Clark asked what the networks would do about the 15-minute blocks left for non-regular network programs, Mr. Mosby said they would have to feed their owned stations and that the program services also would be available to any station who desired them from the network line or to whom they might be sold. He admitted that the plan was complicated by the variation in time zones.

Says Every Station Owes Time for Community

Urging the option plan be "placed in the law", Mr. Mosby said that there should be an obligation on the part of every station to devote at least 25 per cent of its time for community service or non-network services.

Mr. Mosby said he felt the FCC time option rule benefits stations in the East more than those in the West. The plan was "developed down East", he said, and therefore Eastern needs were taken into account. He believed the FCC rules were "all right" but did not feel that the networks should be "cut off at the pockets".

Responding to questions of Chairman Wheeler, Mr. Mosby said he thought networks should be required to have licenses and assume responsibilities for origination of programs. He urged some other penalty less than revocation of licenses, and suggested a fine varying with the ability of stations to pay. Stations should have recourse to the courts in their local communities, since many of them cannot afford to come down to Washington for hearings.

Mr. Mosby agreed with Senator Wheeler that a "maligned" person should be given an opportunity to answer a commentator on the latter's own time. He said he thought this should be only in cases of individuals, rather than on issues.

Senator Wheeler interposed that he wanted to clear up the record in connection with his comments the preceding day regarding Drew Pearson's broadcast on General Patton. Originally, he said, he had seen news dispatches that General Eisenhower had stated that there was not anything to the story, but that now it has been confirmed "and more too". He said he wanted to make this statement in fairness to the commentator.

Apropos transcriptions, Mr. Mosby said that they are "just as canned" as network programs. He called them simply a "delayed version", and saw no reason why the FCC should require the transcription announcement. This feeling, he asserted, is general among non-network operators. Moreover, he said that it would improve the business of most of the stations in the West, which do not receive full commercial network schedules.

Mr. Mosby finally suggested that there should be perhaps an hour a week on the networks devoted to controversial issues or to government and that each local station might follow up with a 15-minute discussion of the local angles of the same question. Such a development, he said, would be healthy.

FREE SPEECH
Supported by Resolution Of Grange for Query

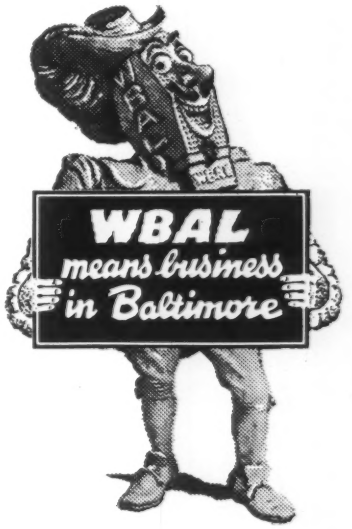
RESOLUTION drawn up at the Nov. 17 convention of the National Grange in Grand Rapids, Mich., favors a congressional investigation of radio to aid in the preparation of any legislative action which may be necessary to prevent undue governmental regulation, believed by the Grange to be a threat to free speech and press. Following is full resolution:

"Whereas it is an established policy of The Grange to support free speech and free press and whereas The Grange recognizes the great value of the press and radio in the dissemination of information, and whereas The Grange believes that these facilities should be operated with a minimum of governmental regulation and supervision, therefore be it resolved that The National Grange ask for a fair and impartial investigation by Congress of the entire radio set-up as a background of any congressional action that it may be necessary to maintain competition and to prevent the unwarranted restraint of free speech either by the use of federal regulation or through the conduct of private or publicly operated radio stations."

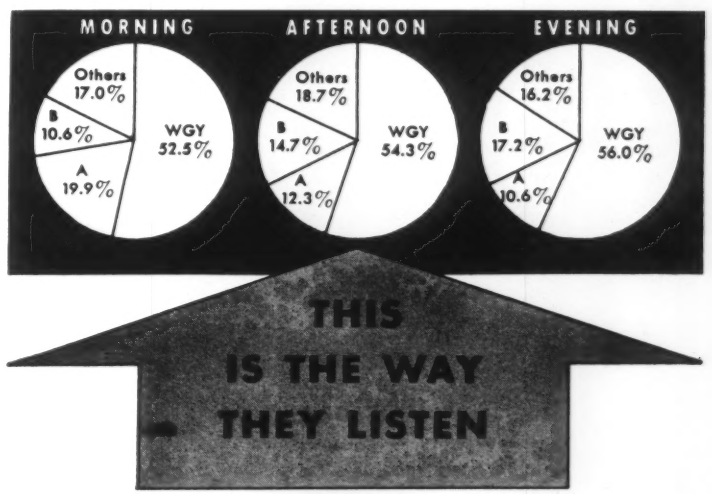
Seymour Pleads For Fundamental Freedoms

Mr. Seymour, appearing as counsel for the Newspaper Radio Committee, was the last witness on Wednesday prior to recess until Monday. He made a powerful plea for Congress to make explicit in the statute a prohibition against FCC discrimination as to classes of licensees. He branded the newspaper divorcement proceedings as striking directly at freedom of the press, and at the fundamental freedoms guaranteed in the Bill of Rights which heretofore have never been violated.

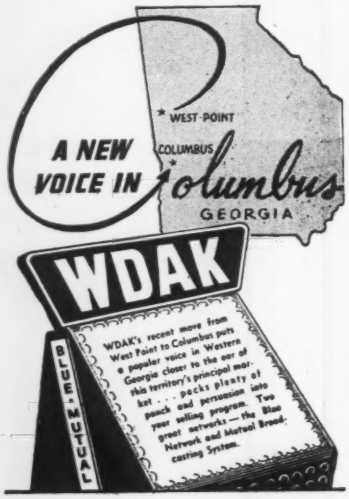
In a learned dissertation, Mr. Seymour, member of the firm of Judge Thomas D. Thacher, originally chief counsel of the committee and now on the New York Supreme Court, discussed the dangers to free speech and freedom of the press involved in the Commission's



Edward Petry & Co., National Representative



"Sh! The general is listening to his favorite program over WFDF Flint Michigan."


A NEW VOICE IN
WEST POINT
COLUMBUS
Columbus
GEORGIA
WDAK
WDAK's recent move from West Point to Columbus puts a popular voice in the ear of Georgia closer to the ear of this territory's principal merchant . . . packs plenty of punch and persuasion into your selling program. Two great networks — the Blue Network and Mutual Broadcasting System.
BLUE • MUTUAL

The End of the Rainbow

Let WAIR guide you to that evasive pot of gold. Winston-Salem workers are well paid, sure of their jobs, easy to sell when you use the right medium. In this great market, the right medium is—

WAIR

Winston-Salem, North Carolina

WGAR

Cleveland

BASIC STATION
COLUMBIA BROADCASTING SYSTEM

proposed action. He held what the Commission proposed to do was not only beyond any existing power of the Commission but beyond any which could be committed to it, and that it would be a dangerous experiment upon an invasion of rights guaranteed by the first amendment to the Constitution.

The Commission's proposed action, Mr. Seymour declared, is based upon an "entirely novel theory" of the duty of the Commission and the government which had never before been advanced or supported by anyone in government. This theory is that the government is somehow charged with the duty of providing media for expression to as many groups or interests as possible, and to perform that duty they ought to limit those who now have one medium for reaching the public from requiring additional media.

Calling this move the first step in "tampering with our liberties", Mr. Seymour said that the contention seems to be that, since newspapers already have one medium for reaching the public, other groups should be allowed the opportunity of reaching the public through radio and that newspapers as a group should be denied that opportunity.

Says 'Reconstruction' of Freedoms is Forbidden

The First Amendment, Mr. Seymour argued, forbids any reconstruction of the great freedoms and the architects of a new order of constitutional liberties should be "stopped in the blue-print stage". Pointing to the dangers of the Commission's move, Mr. Seymour said that the necessary implication is that the Commission would be free to say to anyone having a radio license and thus a forum for speech, that he acquire other media of communications at the peril of losing his access to the air. The Commission might say to Republicans and Democrats that they have access to media of expression so that broadcast licenses ought to be granted to Communists and other groups who do not have the same opportunity. Similarly, the large religious denominations might have to give way to such groups as the Jehovah's Witnesses, who do not have the same opportunities to reach large congregations.

Under the First Amendment, the government is not a "wet nurse" to those who seek to exercise their rights of expression. They must make and find their own opportunities without interference by government, he said.

While the Commission might answer that it has no intention of pressing the theory, Mr. Seymour observed that a former mayor of New York once said, "Good men in good times should not set precedents for bad men in bad times." He urged that Congress stop the departure from historic principle now by an "explicit prohibition, before we even find out by bitter experience how far the present or future members of the Commission propose to press the new theory."

If the Commission has this power, Mr. Seymour said, there is no reason why some other agency may not take or be given authority directly over the press, regulating all of its activities. And such power could not be limited to the newspaper press but would reach all publishers. Such an "economic sanction" can "strangle the press economically as effectively as more direct burdens", he said.

FCC Ownership Rule

(*Continued from page 10*)

becomes effective midnight May 31 in cases where multiple ownership exists. It further provides that the Commission may extend the licenses of stations involved in any particular case to determine the applicability of the regulation or to permit "orderly disposition of properties".

In its public notice, the Commission said that licensees may request an early hearing to secure a determination of the applicability of the regulation to them, main departure from the original order. The Commission will designate for hearing the applications of all stations considered to be affected by the regulation, regardless of expiration dates.

"At the hearing," said the public notice, "a full opportunity will be afforded for showing that a multiple ownership station as stated in the regulation does not exist, or that if such a situation does exist, public interest, convenience or necessity will nevertheless be served by a grant."

Since issuance of the proposed order in 1941, several deals have been consummated through sales. Most of the situations remain unchanged, however. Since then the Commission had been seeking to knock out multiple ownership stations through suasion or refusal to grant stations improved facilities unless sister stations construed as falling outside the purview of multiple ownership, were sold. The BLUE Network purchase by Edward J. Noble is a case in point. He was obliged to sell WMCA before he could acquire the network in view of its ownership of WJZ.

Moving Problems

Were it not for the wartime freeze, it is presumed a number of multiple owners would seek to move their secondary outlets from existing markets as a means of compliance. Since critical manpower and probably some critical materials would be entailed, it is doubted whether such moves would be possible now. Moreover, physical moves are difficult because of the generally crowded spectrum in major markets and the competitive aspect.

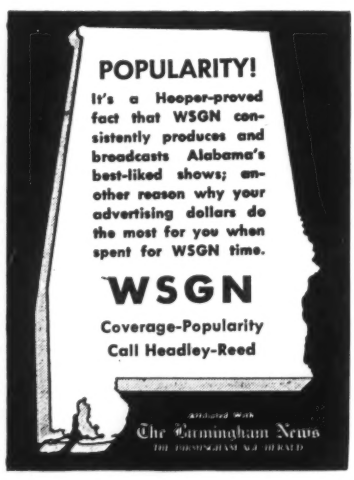
Among the obvious multiple ownership situations cleared up since the original order were the sale by the *Buffalo Evening News* of WEBR while retaining WBEN, Yankee Network removed WAAB from Boston to Worcester, retaining WNAC. Arde Bulova, watch manufacturer, had sought to dispose of WOV New York because of his majority ownership of WNEW. The Government blocked that, however, because of the value attached to WOV's Italian language broadcasts and the desire to retain the station under proved ownership.

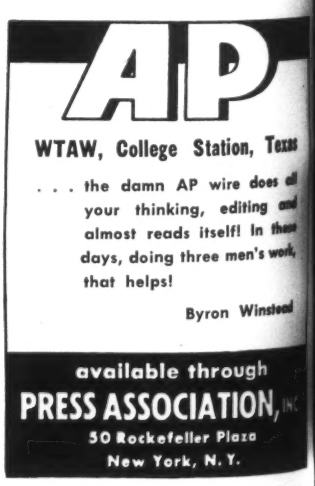
The knottiest of the multiple ownership problems was cleared up through the sale of the BLUE Network. RCA-NBC had a difficult situation, by virtue of NBC's ownership (before separation of the networks) of WEAF and WJZ in New York, WMAQ and WENR in Chicago, and KPO and KGO in San Francisco.

Not Clarified

The FCC has not published a list of the stations which, in its judgment, fall within the scope of the duplicating service rule. Unofficially, it is estimated that a minimum of 40 such situations appear to exist, involving possibly 90 odd stations. Under the order as adopted the "border line cases" presumably will be governed by formal hearing notices to the stations. Likewise, the Commission has not interpreted the word "control" beyond saying it is not limited to majority stock ownership. It has been stated that because of the variables involved, the Commission would not attempt to establish the exact limits on duplicating service.

When the original order was promulgated two years ago, many station proprietors were bewildered


POPULARITY!
It's a Hooper-proved fact that WSGN consistently produces and broadcasts Alabama's best-liked shows; another reason why your advertising dollars do the most for you when spent for WSGN time.
WSGN
Coverage-Popularity
Call Headley-Reed
The Birmingham News


AP
WTAW, College Station, Texas
. . . the damn AP wire does all your thinking, editing and almost reads itself! In these days, doing three men's work, that helps!
Byron Winstead
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

because of the failure to provide data upon which to construe the manner in which the regulation would affect operations. The only answer then was that any doubt should be resolved in favor of the Commission. Since then there has been no clarification whatever.

While the records appear to reveal about 33 cases of multiple ownership, the number of "overlapping" situations or those involving less than majority interest is uncertain. Also there are matters involving day and night variations, availability of other station services and the number of outlets in the particular market, where monopoly by no stretch would be involved. There are several cases where one station operates in a market with substantial power, whereas a second station owned by the same interests operates in an adjacent market with less power. The question there would be whether the rule is applicable since the overlap might occur only one way.

NAB President Neville Miller did not comment on the new order upon its release last week, beyond observing that it was surprising that "the Commission should determine policy at this time in view of the hearings now being held before the Senate Committee".

The public announcement by the FCC of its action follows:

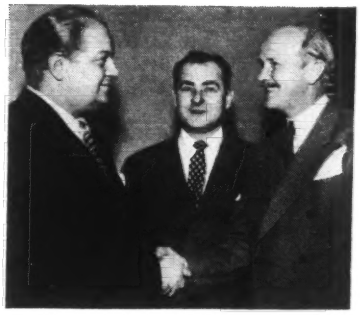
The Commission today (Nov. 23) adopted Order 84-A which promulgates Regulation 3.35 setting forth the Commission's policy with respect to multiple ownership of standard broadcast stations. This policy has been adopted after extensive consideration of the problem raised by concentration of control over standard broadcast stations serving substantially the same area.

The regulation is effective immediately with respect to all applications for construction permit, or for assignment of license or transfer of control. With respect to existing stations, the regulation is to take effect midnight May 31, 1944; provision is made, however, for further postponing, upon a proper showing, enforcement of the regulation in any case where it is necessary to permit the orderly disposition of properties.

Any application for construction permit, or for assignment of license or transfer of control now on file or hereafter filed which may result in a situation of multiple ownership as stated in the regulation will be designated for hearing.

As to existing stations, no action will be taken until midnight May 31, 1944, except where individual licensees request an early hearing in order to secure a determination of the applicability of the regulation to them. Licenses which expire between Nov. 23, 1943, and midnight May 31, 1944 will be extended to midnight May 31, 1944. Promptly after termination of the suspension period, it is contemplated that in each case where the regulation may apply, applications for renewal of license of the stations involved, will be designated for hearing, regardless of the date when the then current license expires; where necessary, the Commission will call for the early filing of such applications. Any determination that the regulation is applicable in a particular case, however, will not become effective until the then current license of the station involved expires.

At the hearings a full opportunity will be afforded for showing that a multiple ownership situation as stated in the regulation does not exist, or that if such a situation does exist, public interest, convenience, or necessity will nevertheless be served by a grant.



CONGRATULATIONS to Nate Gross (l) of *Chicago Herald American*, are being extended by Walter Preston, WBBM-CBS Chicago program director (r), on the radio news column which Mr. Gross will start on WBBM beginning Dec. 4, under 52-week sponsorship of Illinois Commercial Men's Assn. through L. W. Ramsey Adv. Co., Chicago. Center man in the trio is Ed Furman, WBBM salesman.

Joins CBC Board

F. J. CRAWFORD, 49, Toronto stockbroker, was appointed to the Board of Governors of the Canadian Broadcasting Corp., it was announced at Ottawa, on Nov. 22 by War Services Minister Major-General L. R. LaFleche. He replaces the late N. L. Nathanson, former vice-chairman of the CBC board. Mr. Crawford is a former director, vice-president and president of the Toronto Stock Exchange, and is head of his own brokerage firm, F. J. Crawford & Co., Toronto. The appointment leaves only two vacancies on the CBC board. Appointments are made by the federal government by order-in-council.

FREE & PETERS Inc., station representative, on Nov. 22 moved its New York offices from 247 Park Ave. to 444 Madison Ave. Telephone number remains Plaza 5-4130.

Fly Is Guest Speaker At 'Quiz Kids' Program

DOROTHY LEWIS, director of the listener activities committee of the NAB, was chairman last Sunday, Nov. 28, at a meeting of the School Broadcasters Conference at the Morrison Hotel, Chicago. A quiz session on "The American System of Broadcasting" was held, with two of the "Quiz Kids" querying a panel including Miller McClintock, MBS president; John Gillin, WOW; Earl Glade, KSL; William Quarton, WMT; Mark Haas, WJR; and E. R. Borroff, vice-president of the BLUE's central division.

Following the quiz, the regular broadcast on the BLUE of the Quiz Kids program, was presented from the conference, with James L. Fly, Chairman of the FCC, as guest speaker. Two films on radio were shown entitled "America Takes to the Air" and "Pleasure Time."

KWKW Assignment Asked

SOUTHERN California Broadcasting Corp., licensee of KWKW Pasadena, last week asked the FCC to approve voluntary assignment of its license to Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl, a partnership doing business as Southern California Broadcasting Co., for $64,000 plus amount of indebtedness of the station. The three are officers and directors of the present licensee. Each partner has contributed $10 and agreed to put up amounts giving them the following interest in the new company: Mr. Neal 31½%; Mr. Buhlig, 25%; Mr. Earl, 18½%; Mr. Foley, 25%. Mr. Neal, president of KWKW, has been since June with Douglas Aircraft Corp. in a special capacity. Mr. Foley is president of Investment Operations Corp. and Mr. Buhlig is an executive employed by Mr. Foley as investment advisor. Mr. Earl is owner and operator of Wild Rose Ranch, Corona Cal. (orange groves).

Maj. Isaac Brimberg

MAJ. ISAAC BRIMBERG, 40, U. S. Army Signal Corps, on leave from his post as chief engineer of WNYC, New York's municipal station, died suddenly Nov. 24 at Brookley Field, Mobile, according to word received by the station. Joining WNYC in 1924 as chief public address system operator, Major Brimberg was named chief engineer in 1929. He joined the Signal Corps in May, 1942, and was raised to the rank of Major this summer. Surviving are his wife and two sons.

Yankee Net Meeting

YANKEE NETWORK station managers, meeting at the Hotel Kenmore, Boston, on Nov. 23, discussed all promotional and merchandising activities of the network for the coming months. John Shepard 3d, chairman and general manager, presided, with Linus Travers, executive vice-president, as one of the chief speakers.

NEVILLE MILLER, NAB president, has been appointed chairman of the National Radio Division of the National Foundation for Infantile Paralysis, the organization which sponsors the celebration of the President's birthday. Mr. Miller filled the same post in the last campaign.

A 50,000 watt audience at a 250 watt rate

But don't take our word for it--
LOOK AT THE LATEST HOOPER

C. E. HOOPER for AUGUST & SEPTEMBER, 1943

	A	WGRC	B	C
MORNING INDEX MON. THRU FRI. 8:00 - 12:00 A.M.	13.6	28.3	32.2	25.0
AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P.M.	32.6	30.4	21.8	13.2
SUN. THRU SAT. EVENING INDEX 6:00 - 10:00 P.M.	35.0	17.9	37.8	7.8

WGRC Mutual

LOUISVILLE'S TRADING AREA
47% OF KENTUCKY'S POPULATION
57% OF ITS BUYING POWER

Burn-Smith • National Representatives

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

The Only BLUE Network Station Serving the rich important U. S. 34th Metropolitan District
WFMJ
Youngstown, O.

BRITISH COLUMBIA
LAND OF OPPORTUNITY
Covering 70% Of B. C.'s Population
CJOR
VANCOUVER, CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)
NOW MORE THAN EVER 1ST

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

NEW MEXICO
EL PASO
OLD MEXICO
TEXAS
Where the West really is - it's
KROD
600 KC CBS
Business booms here. Thousands of new listeners in our unrivalled coverage area make KROD the best radio buy.
Dorrance Roderick, Owner Val Lawrence, Manager
HOWARD H. WILSON CO.
National Representatives

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

5000 WATTS 1330 KILOCYCLES
WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
ENGLISH • JEWISH • ITALIAN
The roster of advertisers using WEVD year after year reads like Who's Who in National Advertising. List on request.
HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

Allocation Troubles

(*Continued from page 12*)

added. "I feel it's necessary for Congress to set forth the procedure which will influence the radio spectrum. I feel that the greatest brains of the nation should be called upon to guide the future of communications, particularly radio."

Commissioner Craven made it plain that the confusion in IRAC, in his opinion, was due not to personalities "so much as to the law." "The Commission, in my opinion, has taken advantage of the law," he added.

"Do you feel if the law were substantially corrected the question of personalities wouldn't enter into it?" asked Rep. Magnuson.

"There is no animosity for any personal member of the committee," said Mr. Craven, "but the department represented in IRAC do feel that the Commission has asserted control when it shouldn't."

'Time For Action'—Craven

"Do you feel that much of this confusion can be cleared up by proper amendments to the Act?" continued Rep. Magnuson.

"I want to make one point clear," said Commissioner Craven. "The recent decision of the Supreme Court has interpreted the law in such a way that the Commission has almost unlimited powers. I think the time now has arrived for Congress to take action."

The phrase "public interest, convenience and necessity" was discussed at great length. Commissioner Craven, answering a direct question from Mr. Garey, told the committee he did not know the meaning of "public interest".

"It's like due process," he remarked. "You'll see what powers the Supreme Court says the Commission has under the term 'public interest, convenience and necessity'. I believe the minority opinion of Mr. Justice Murphy expresses my view as to what should be done." Mr. Craven was frank to admit, answering Rep. Miller, that he had never heard any member of the Commission define "public interest, convenience and necessity."

'Cessation of Gradualism'

Mr. Garey asked Commissioner Craven if he had observed a tendency on the part of the FCC to adopt the Communistic technique of "cessation of gradualism". Mr. Craven said he had held that the "Commission has erred in not coming to Congress to seek power. I have thought in the past that the Commission has, through the broad phase of 'public interest, convenience and necessity', taken upon itself legislative powers," he asserted. "I have felt that such an attitude on the part of the Commission shows a trend toward the adoption of cessation of gradualism. That's where a group imposes its own doctrines on the people without coming to Congress. I have felt that the Commission has been practicing methods of cessation of gradualism."

Mr. Craven quoted from both the Supreme Court majority dissenting opinions, contrasting and interpretations placed on the law. "There is a difference of opinion as to the Commission's power," he said. "While I hold, in my opinion, that the Commission has practiced cessation of gradualism, the Commission was upheld by the Supreme Court."

'Unlimited Control' Seen

Rep. Miller, inquiring about the FCC network regulations, asked if they provide any method of "reimbursing any parties for losses sustained through the promulgation of those rules". Mr. Craven answered in the negative. Discussing the Supreme Court decision which gave the FCC authority over the "composition of traffic", Commissioner Craven declared:

"That strikes at the very core, in my opinion, of a free radio in this country." Mr. Craven mentioned several instances in which, he said he felt, the FCC exercised control over "composition of traffic" in granting licenses. He mentioned specifically the Blue Network sale. He cited another instance in which a station's renewal was "on the grounds of program content". In that case the station, it developed, had broadcast a dramatization of the Pulitzer prize play "Beyond the Horizon" and "the Commission had to move off of that because of the flood of protests" against the Commission's questioning the right of the station to broadcast the play, which allegedly contained "profane" language, he asserted.

"I think the time has come," Mr. Craven said, "when Congress must say the FCC cannot control the composition of traffic. That's the most dangerous thing we can have in the Government today. I feel that the regulation by aspects begins in the unlimited power which the Supreme Court seems to give the Commission. We have unlimited control over the composition of traffic."

Hits Temporary Licenses

Mr. Craven said he opposed temporary licenses. He urged that Congress consider licensing stations for a minimum of five years or even 10 years to promote "greater stability" of radio. He referred to temporary licenses as "the most direct club any Government agency could hold over the expression of free opinion in this country". When Rep. Miller asked if the "radio industry fears the Commission" Mr. Craven replied, emphatically: "Yes".

Both Chairman Lea and Rep. Miller asked many questions on temporary licenses and about the Commission's alleged control over licensees through program content. Mr. Craven said he thought the temporary license was unfair to the broadcaster who might need some funds and couldn't get them because of the uncertainty of his license. He also said, replying to Rep. Miller, that a temporary license would tend to keep a broadcaster from getting necessary business.

"While I have been an engineer all my life I have been short-sighted, too," said the Commissioner. "I believe the developments made through the war should change our thinking. We have looked at the radio spectrum as limited. I think we can get sufficient channels in the future to afford all the competition we need."

GOOD LUCK, wishes Charles G. Mortimer Jr., vice-president of General Foods (left), to his successor Carleton Healy, vice-president of Hiram Walker Inc., who takes over as chairman of the Assn. of National Advertisers. Election was held Nov. 17 at the Hotel Commodore, New York.

Committee members attending last week's hearings included Rep. Hart (D-N.J.) in addition to Chairman Lea and Reps. Miller and Magnuson.

Blocked Alaska Stations

How FCC Chairman Fly is alleged to have exerted his efforts to deny entertainment by radio to soldiers in Alaskan outposts, despite plans of the War Dept. for building soldier-morale, was brought out in testimony before the committee Tuesday when Mr. Garey read into the record more minutes of the IRAC.

The minutes brought out that the IRAC on Nov. 18, 1942, gave the War Dept. approval by telephone to install eight low-powered stations in various Alaskan outposts. At a later date, however, Mr. Craven, as the FCC representative, was obliged to withdraw the FCC support of the Army transmitters "under instructions from the Chairman", he was quoted as telling his colleagues on the committee.

Made part of the House committee record was a memorandum dated Nov. 21, 1942, and directed to Commissioner Craven by Chairman Fly in which the chairman

wrote: "Although it is the understanding that the committee is authorized to handle day-by-day normal governmental frequency applications on an interim basis, pending approval by the Board of War Communications and executive orders prepared by the committee, it seems to me that whenever the committee is requested to approve a new service or an appreciable expansion of any governmental communication facilities, it would be advisable for such matters to be brought to the attention of the Board and Commission before, rather than after, committee approval."

Felt Action Wrong

Mr. Craven testified that while he was obliged "under orders from the chairman" to withdraw the Commission's vote approving the Army frequencies, he felt, personally, that such action was wrong. He added that while, in his opinion, the Chairman's action would have been supported by a majority of the Commission, the question was never laid before the Commission to his knowledge; neither was it put before the BWC.

Questioned by Mr. Garey as to the IRAC's action after the Fly memo was presented, Commissioner Craven said "all departments except the FCC were in favor" of the grant to the Army. "I moved that it be referred to BWC for instructions, but my motion failed for want of a second". Mr. Garey, in reading minutes of the IRAC meetings, emphasized that Mr. Craven said he "had a duty to perform on behalf of the chairman of BWC and FCC". In cross-examination counsel brought out Mr. Craven acted under instructions from the FCC Chairman.

Rep. Magnuson questioned Mr. Craven as to the functions of IRAC with regard to determining policy for other departments. When Mr. Craven told him IRAC's sole responsibility was the allocation of frequencies, Mr. Magnuson asked: "Would the FCC have nothing to say about it?"

"I'd say they shouldn't have anything to say," replied Mr. Craven. "I think the general feeling of both Republicans and Democrats is the Government should not have radio stations to broadcast direct to the public. I think the attitude of Congress is that the Government should not broadcast direct to the public at large."

Again Mr. Craven urged that Congress authorize the President to establish a non-partisan advisory board to consult with the IRAC and FCC on questions in which controversy arises [BROADCASTING, Nov. 22].

Mr. Magnuson engaged in considerable questioning and discussion with both Mr. Craven and Counsel Garey. He wanted to know what members of IRAC were qualified to pass on frequencies, other than the FCC representative. Mr. Craven told him "all but the State Dept. representatives are engineers".

As Mr. Garey read more minutes of IRAC meetings in which committee members argued their status, Rep. Magnuson severly criticized IRAC for "wasting a lot of time and paper" holding meetings to argue about its status when it should have been taken up with the President.

Mr. Craven explained that IRAC members wanted to settle their own problems before going to the President, although he made it plain that one executive order made it mandatory that it report to the President through the BWC and not direct. Mr. Garey interposed:

"We had Mr. Fly acting in the dual capacity of chairman of the FCC and the BWC, seeking to reach out for more power." More discussion over confusion in Government took place, with Mr. Garey charging that Mr. Fly created the confusion of IRAC, Mr. Craven blaming the Communications Act of 1934 as the "fount of all confusion" and Congressman Magnuson commenting:

"That's the situation in all Government departments. They seem to be in a state of confusion."

Delayed Two Months

The IRAC minutes indicated that the War Dept. request was delayed two months because of Chairman Fly's insistence that action be withheld except through the BWC. Mr. Garey read a memorandum from Mr. Fly, instructing the IRAC to submit to the BWC future applications before IRAC took action. The general counsel had presented the memo merely to be included in the record but Charles R. Denny, FCC general counsel, asked that Mr. Garey read it.

A letter dated June 9, 1943, signed by Secretary of War Stimson and Mr. Fly and addressed to President Roosevelt, also was read into the record.

Mr. Craven testified that he learned "only yesterday" that the purpose of the Commission in opposing the War Dept. stations in Alaska was to permit OWI personnel to operate them, rather than soldiers. A letter from Brig. Gen. Frank E. Stoner, acting Chief Signal Officer, addressed to Mr. Fly Feb. 26, 1943, outlined the purposes of the Alaskan stations. A memorandum to the President from Secretary Stimson May 1, protesting FCC's insistence that civilian personnel operate the stations, was also included in the record.

PROGRAM AND PLEASURE are combined by Ed Wilson, of KWK St. Louis, who is taking flying lessons and describing his instruction and practice flying experiences on two daily *M.J.B.* shows. The plane is a model which has been designed for post-war production. Wilson believes that many of his fans will be buying and flying their own planes after the war.

OWI Chicago Plan

OFFICIALS of the OWI Domestic Radio Bureau will meet with network, station and agency representatives at a conference in Chicago on Dec. 1. The meeting will be similar to one held in New York on Oct. 28 at which radio's job in bringing vital war information to the public was discussed [BROADCASTING, Nov. 1]. Phil Cohen, chief of the Bureau, and William M. Spire, deputy chief, will attend the Chicago meeting. John D. Hymes, chief of the station relations division, and Jack Mullen, chief of the production and editorial division, will also attend.

To Manage CJBC

SPENCE CALDWELL has been appointed manager of CJBC Toronto, key station of the new Canadian Broadcasting Corp. Dominion network. He comes to eastern Canada from CKWX Vancouver, where he has been commercial manager. As a teen-aged youth he sold crystal sets in Winnipeg department stores. Later he became western representative of Rogers-Majestic-De Forest-Crosley Corp., Toronto. In 1933, after a business trip to England, he was made western representative of the Canadian Marconi Co.

LOWELL THOMAS, BLUE commentator, is the author of two new books: *Pageant of Romance*, published by E. P. Dutton & Co., New York and *These Men Shall Never Die*, released by John C. Winston Co., Philadelphia.

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THE KEY STATION OF THE MARITIMES
Is as much a part of Halifax as the Citadel Hill.
Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.
Ask JOE WEED
350 Madison Ave.
New York

WITH
REX DAVIS
4 TIMES DAILY

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

THE BRIGHT SPOT of Eastern New York
SCHENECTADY TROY
WTRY
The Buying Triangle
ALBANY
Only BLUE Network Station Covering this Area

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc.
Spartanburg, S. C. CBS
Represented by Hollingbery

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

"Where do you think you are—in the studios of WFDF Flint Michigan?"

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—if the network they are on cannot furnish coverage here
WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET
THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

THE DOMINANT COVERAGE FOR A GOOD MARKET
WRBL
COLUMBUS, GA.
CBS
81 HOOPER RATING TO 96.8%
REPRESENTED BY SPOT SALES

Actions of the FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 20 TO NOVEMBER 26 INCLUSIVE

Decisions . . .

NOVEMBER 23

WKST New Castle, Pa.—Granted acquisition control by Wanda E. Townsend and S. W. Townsend, of WKST Inc., licensee, through transfer of 80 shares (36%) from Joseph Thomas to Wanda E. Townsend for total of $8,300.

KGNF North Platte, Nebr.—Granted voluntary assign. license from Great Plains Broadcasting Co. to Radio Station WOW Inc., for $40,000. Granted CP for changes in transmitting equipment, change 1460 to 1240 kc, power 1 kw D to 250 w, unlimited.

WAGE Syracuse—Granted voluntary assign. license from Sentinel Broadcasting Corp. to WAGE Inc., a new corporation.

WINS New York—Granted mod. CP for change of 1000 to 1010 kc, change DA, extend commencement, completion dates; conditions.

KOIN Portland—Granted special service authorization to operate transmitter of KALE as special auxiliary transmitter from 12 midnight to 6 a.m. (PST) for duration or so long as KOIN is classified a key station, but in no event beyond period of license.

WCHS Charlottesville, Va.—Designated for hearing application for mod. license to change 1450 to 1240 kc; to be heard with applications of WFVA and Charles P. Blackley (see follwoing items).

WFVA Fredericksburg, Va.—Designated for hearing application for mod. license to change 1290 to 1240 kc and hours from D to unlimited except Sunday when WBBL Richmond operates.

Charles P. Blackley, Staunton, Va.—Granted petition to reinstate application for new station on 1240 kc, 250 w, unlimited; designated for joint hearing with applications of WCHV and WFVA (above).

NOVEMBER 24

WJNO West Palm Beach—Granted dismissal without prejudice application for CP for 1230 kc, 250 w, emergency purposes.

KTS Hot Springs—Granted dismissal without prejudice application for CP for 1090 kc, 50 kw, unlimited. DA-N.

WJRM Elkins, W. Va.—Granted withdrawal application for modification of CP for 1240 kc., 250 w, unlimited.

KRBA Lufkin, Tex.—Granted extension of time to file proposed findings in docket 6491.

KOBH Rapid City, S. D.—Referred to full Commission motion to reconsider and permit amendment of application for CP for 610 kc, 5 kw, DA-N, unlimited.

WGST Atlanta—Denied request for grant of license renewal without hearing (Chairman Fly and Commissioner Craven dissenting).

NOVEMBER 26

KEJK San Francisco—Granted CP for new transmitter; reduce power of relay station 100 to 75 w.

Standard Broadcasting Co., Los Angeles—Placed in pending file applications for CP for new FM station.

DuMont Labs., Los Angeles—Same to change experimental to commercial operation W2XWV.

Applications . . .

NOVEMBER 22

KEVE Everett, Wash.—Voluntary transfer control from Dr. J. R. Binyon and L. E. Wallgren to A. W. Talbot (125 shares).

KEVE Everett, Wash.—CP move transmitter and studio from Everett to Yakima, Wash.

KADN Corsicanna, Tex.—Cp move transmitter and studio from Corsicanna to Ft. Worth, Tex.

NOVEMBER 24

WCAP Asbury Park, N. J.—License to cover CP for new transmitter.

WCBA, WSAN Allentown, Pa.—Relinquishment of control of licensee corporation by Allentown Call Publishing Co. through sale of 495 shares of stock to Royal W. Weiler, J. Calvin Shumberger Sr., David A. Miller, Fred W. Weiler, Samuel W. Miller, Donald P. Miller and Miller Associates.

WDSU New Orleans—Voluntary assign. of license and CP to E. A. Stephens, Fred Wever and H. G. Wall, d-b as Stephens Broadcasting Co.

KWKW Pasadena—Voluntary assign. of license to Marshall S. Neal, Paul Ruhlig, E. T. Foley, Edwin Earl, d-b as Southern California Broadcasting Co.

NOVEMBER 26

WIAC Hato Rey, Puerto Rico—Voluntary Assgn. license to WIAC Inc.

Tentative Calendar . . .

KDRO Sedalia, Mo.—Voluntary assgn. license from Albert S. & Robert A. Drohlich d-b Drohlich Bros. to Milton J. Hinlein.

WGST Atlanta, Ga.—License renewal hearing (Nov. 29).

Network Accounts

All time Eastern Wartime unless indicated

New Business

ANACIN Co., Jersey City (headache powders), on Dec. 3 starts *Broadway Calling* on 47 CBS stations, Fri., 7:30-8 p.m. Agency: Blackett-Sample-Hummert, N. Y.

NATIONAL Small Business Men's Assn., Chicago, on Dec. 5 starts *Let Freedom Ring* on more than 100 Mutual stations, Sun., 4:30-5 p.m. Agency: Schwimmer & Scott Adv. Agency, Chicago.

VICK CHEMICAL Co., New York (Voratone, Vaporub, Vatronal), on Nov. 23 started for 18 weeks, *The Where in the News*, on 5 CBS Cal. stations. Tues., Thurs., 4-4:15 p.m. (PWT). Agency: Morse International, N. Y.

Network Changes

PUREX Corp., Los Angeles (bleaching solution), on Dec. 5 replaces *Boake Carter* on 11 Mutual-Don Lee stations, Mon., Wed., Fri., 9-15 a.m. (PWT), with *Rex Miller*, on Don Lee Pacific stations, Sun., 9:45-10 p.m. (PWT). Agency: Foote, Cone & Belding, Los Angeles.

WESTERN SUGAR REFINERY, San Francisco (Sea Island sugar), on Dec. 5 shifts *I Was There* on 8 CBS Pacific stations, from Mon., 9-9:30 p.m. (PWT), to Sun., 9-9:30 p.m. (PWT). Agency: J. Walter Thompson Co., San Francisco.

in the CONTROL ROOM

ART MILLER, announcer of CKW Vancouver, has joined the engineering department of the station.

BILL COLLINS has joined the engineering staff of CKWX Vancouver.

GEORGE HOOPER, engineer WIBG Philadelphia, has been promoted to transmitter supervisor.

FRED MOORE has returned to engineering staff of WFIL Philadelphia.

GERGE NEUNER, transmitter engineer of WIOD Miami, Fla., has joined the armed forces. He is replaced by David S. Trear.

BOB WELLS has joined the engineering staff of WNLC New London, Conn.

ILLYTCH SOBEL, transmitter engineer of WLIB Brooklyn, reported for induction Nov. 26.

ROMA WINE Co., Lodi, Cal., on Dec. replaces *Roma Show* with *Suspense* on CBS stations, Thurs. 8-8:30 p.m. and shifts West Coast transcribed repeat on Dec. from Thurs. 9-9:30 p.m. (PWT), to Mon. 9-9:30 p.m. (PWT). Agency: The Bl Co., N. Y.

NELSON DOUGLAS Co., Los Angeles (investments), on Nov. 22 shifted and expanded *Busy Money* on 2 Don Lee Cal. stations (KHJ KGB) from Tues., Thurs. 10-10:15 p.m. (PWT), to Mon. thru Fri. 4:15-4:30 p.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

PET MILK Sales Corp., St. Louis, on Nov. 27 shifts *Mary Lee Taylor* from CBS stations, Tues. and Thurs., 11-11:15 a.m., to Sat., 10:30-11 a.m. (rebroadcast 2 p.m.), adding 8 Pacific coast stations making a total of 79 CBS stations. Agency: Gardner Adv., St. Louis.

IN AM OR FM

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Also Operating KC's Pioneer FM Station, KOZY

AFM Threatens Strike

(*Continued from page 11*)

embers, with the result that there ill be a whole series of private nemployment funds which, in the ggregate, will undo the Governent system of handling the probem on a nationwide basis." The lan is, in effect, an evasion of the ax law, he stated, as well as inationary, pointing out that if any nion can get money directly and hen distribute it to its members, wage stabilization "goes out of the window".

Without replying to the charges of company counsel, Mr. Padway in his summation dwelt on the right of men to quit their jobs if they don't want to work for their employers, pointing out that Congress has not as yet passed any law like that in England compelling men to stay on their jobs if their work is concerned with the war. He asserted that the courts have ruled that members of an orchestra are employes of the leader, and not of the company for whom the orchestra may perform, adding that even if there had been an employer-employe relationship between the recording companies and the men, it had been dissolved.

If the panel should recommend, and the NWLB order, that the union lift its ban on recording, the result would be a formal strike by the union, he declared, stating that the only way the men will return to work for the holdout companies, unless they should agree to accept the union's conditions, is for the Government to take over their recording plants and order the men back to work. "We would contest such an order in the courts," he said, "but we wouldn't defy the Government order and we would go back to work."

Denying that there is anything new or revolutionary about the principle the union is seeking to establish, Mr. Padway said it is merely an attempt of the AFM to do what many other unions have done before, "to get a fund to take care of unemployed workers, or displaced workers, or men who do not get jobs because of a machine". Discounting arguments of the companies that in the other cases cited as precedent the workers aided by such funds had actually been employes of the employers contributing to the funds, Mr. Padway asserted that in this case "the machine hurts not those in the industry but those outside it. In or out is immaterial; that men are hurt is the important factor".

Cites Article

In his rebuttal Mr. Colin quoted from an article written by Mr. Petrillo and appearing in the current issue of the AFM publication, *The International Musician*, in which the union leader called the contract with recording companies "the first contract in the history of labor-employer relationship in which the employer gives money directly to a labor organization to give employment to its members".

New Canada Call

CFBR is the new call of CFLC Brockville, Ont., which takes the air shortly on 1450 kc. with a new 100-watt Marconi transmitter.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

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Help Wanted

ANTED—Production Man for Regional Network. State experience and qualifications. Box 557, BROADCASTING.

nnouncer—Fluent ad-lib versatile personality announcer with continuity and production ability. KTFI, Twin Falls, Idaho. Located in non-defense farming area with post-war stability. Send photo, draft status. References, transcription.

nnouncer—Permanent position for experienced man. $56 for 50 hours to start. A real opportunity. Send transcription of your work with full details to Manager, WFDF, Flint, Michigan.

ALESMAN—Draft exempt, with one or two years radio sales experience. $50.00 weekly guarantee to start. Permanent position with excellent future for right man. Write full details to Manager, WFDF Flint, Michigan.

anted — Announcer-operator with first class license. Must be capable of news and general announcing network station. Send details to KSEI, Pocatello, Idaho.

ROGRAM DIRECTOR—Must have executive ability and be capable of taking over day to day operation of studio. Knowledge of music and news and ability to announce absolutely essential. A permanent position with a good future. Write WCLO, Janesville, Wisconsin.

XPERIENCED RADIO SALESMAN—Who can build sales for station now producing and beautifully geared for more: NBC and Blue network with best news service, music and programming, in noncompetitive radio market in non-defense farming community assuring post war stability. Real deal for a producer. Give experience, draft status, etc. KTFI, Twin Falls, Idaho.

adio Engineer Wanted—First, second, or third class license—steady position—good wages—give full particulars—apply Chief Engineer, Box 111—McComb, Miss.

anted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 552, BROADCASTING.

anted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details. Draft status, Starting Salary First Letter. Write Box 553, BROADCASTING.

exas Finest Local Station—Joining CBS network approximately January 1st, has opening for two announcers. Salary. Excellent living conditions. Especially interested good morning shift man. Send details, draft and marital status, expected, starting salary, transcription availability. Box 548, BROADCASTING.

o you want an announcing job with a future? Base pay $40.00 for forty hours plus talent fees. WISR Butler, Pennsylvania.

Help Wanted (Cont'd)

Wanted Salesman—If you are looking for an opportunity to earn an attractive income this is the chance. Permanent position. Give full particulars first letter. WLDS, Jacksonville, Illinois.

Situations Wanted

Receiving medical discharge from Navy—B. S. Degree in Electrical Engineering. Extensive broadcast and manufacturing experience. W. E. Benns, U. S. Naval Hospital, Ward 97-N, Great Lakes, Illinois.

DO YOU NEED A MANAGER OR COMMERCIAL MANAGER?—10 years experience in newspaper—9 in radio with extensive background in local and national sales and promotion. Successful record as sales manager, station manager and business manager of weekly. Over draft age . . . married. Earning $6000. Box 558, BROADCASTING.

Announcer—Graduate of announcing school, can be ready immediately, 4-F in draft. Photo and transcription available. Starting salary $30-$35 a week. Box 557, BROADCASTING.

Copy Writer—Experienced . . . Young Woman . . . Some Announcing . . . Make best offer first letter. Box 554, BROADCASTING.

Due to unfavorable living conditions experienced announcer, married, 4-F, will consider immediate offers. Please reply complete detail. Box 551, BROADCASTING.

STATION MANAGER—Seven years thorough experience in management, sales, programming, writing. Prior background consumer national advertising. Married, draft exempt, has been overseas. Permanent. Box 550, BROADCASTING.

Comedy Writer—Training, some experience, draft rejected. Box 560, BROADCASTING.

CHIEF ANNOUNCER—Dual Network Affiliate, 4F, College graduate. Desires change offering opportunities for commercial fees and advancement. Present salary $60. Box 561, BROADCASTING.

Wanted to Buy

Wanted to Buy—One Western Electric type 10A tuner in good condition. Box 556, BROADCASTING.

Wanted to Buy—Wanted 250 watt transmitter complete with any or all other station and studio equipment. Box 555, BROADCASTING.

Complete Equipment Wanted—For 250-watt installation, all or part, give details of what you have. Box 549, BROADCASTING.

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XUM

Local and International Radio Stressed at Stephens Meeting

Speakers Indicate Post-War Changes Are Expected To Remedy Ills From Lack of Local Emphasis

MORE than 400 leaders in educational, commercial and governmental broadcasting from 13 states and two foreign governments were represented at the Regional Radio Conference at Stephens College, held Nov. 19-21.

Highlighting the parley was Edward Tomlinson, BLUE commentator on South American problems; Robert Lewis Shayon, post-war research analyst for CBS; Willard D. Egolf, assistant to the President of NAB; Miss Hilda Yen, Chinese diplomatic corps and Maj. Ralph P. Forster of the British Embassy in Washington.

Local Radio Stressed

Speaking at the annual conference dinner, Mr. Egolf told radio educators that failure to recognize the importance of the local definition of radio is responsible for many ills. Mr. Egolf first called on members of his audience to rise and recite quick reactions to the word "radio", then followed with two definitions and their analyses. His definitions were:

(1) A system of national and international communications which, by means of news, entertainment and education, serves and influences the masses and promises to enlighten the peoples of the entire world. (2) A system of local communition, which by means of local transmitters, studios and equipment, provides news, entertainment and education designed for those within specified coverage areas and augments this service through national and international hookups in a matter compatible with local public interest. "A broadcaster cannot serve the whole world and ignore his own community," Mr. Egolf said. "National and international programs must be sifted through the screen of local public interest. This is not only the law, but a true American system."

Mr. Shayon, speaking on "Radio Looks Ahead", said that he could see no reason why there cannot be more networks in post-war radio.

"Under the impact of war research, combined with the pressures of FM and television development, which utilize shortwaves, the regions above 1600 kilocycles—even up to the startling points of 10 million kilocycles have been indicated as practical radio frontiers," he explained.

More Competition

"After the war there probably will be a re-allocation of the whole spectrum band by the FCC; and the space for standard broadcasting will be opened up to hold new stations. This will mean to the operator new frequency, more power, more time. It also will mean more competition, which will force him to bid for the attention of listeners with the strongest possible schedule. To the educator it means a great opening of doors for the kind of program he would like to do—but it also means a challenge. For chain broadcasting, it also means more breathing space."

Mr. Shayon said that FM broadcasting could make room for 5,000 stations with limited range and no overlapping, as against 940 stations today. He said that FM has the green light in the post-war world.

Miss Yen predicted global broadcasting as the force that will cement the post-war world. Differences in languages will be solved, she said, by the adoption of two basic languages in the two world tongues most universally spoken. They should be called, she said, "The Pacific language and the Atlantic language."

Broadcasting his Saturday night news commentary on Latin America from the conference banquet, Mr. Tomlinson said: "I believe the Cordell Hull way in conducting international relations is at least as practicable and effective as any other way. For today the Americas present a solidarity and a collaboration unequalled in the history of the world."

War 'Advertised'

The Northwestern Reviewing Stand was broadcast over Mutual on Sunday, with Clarence A. Peters, speech department of Northwestern U., as moderator. Discussing "Our War Propaganda", Bower Aly, department of speech, Missouri U., said that we should not deceive the Germans with propaganda, but rather teach them three things—that they are fighting the greatest land army in the world—Russia, the greatest sea power in the world—Great Britain, and the greatest industrial power in the world—the United States. Mr. Aly also said that war has been advertised in the same way as soap and cigarettes. There has been no teaching of the war to the American people—no elementary facts of geography and history, he said.

Panel discussions were held daily. Maj. Harold W. Kent, president of the Association for Education by Radio, and Education liaison for the War Department, said that an international governmental body, based on the elements of all the world nations will be necessary in the post-war world, and he continued that "radio should be concerned in developing the construction of this international body and explore all the implications that it can contribute."

In discussing service broadcasts Maj. Kent called for a high quality of program material as insurance against tuning out. He mentioned three objectives of service broadcasts. First, to assure the home front people of the care of the service men; second, to make everyone realize this war is a global one, and third, to convince the soldier that he has worthy allies.

Also speaking on service broadcasts, C. G. Renier, of KMOX St. Louis, told listeners that radio stations do not want any government subsidy for producing service programs.

Televised Education

Judith Waller of NBC said she felt stations should use those programs which only the Government can provide, but should refrain from editorializing and should develop the stations' own policies and ideas.

Speaking on television for the future, Comdr. William C. Eddy of the Ninth Naval District at Great Lakes said that after the war television will be applied to education. Commander Eddy, former director of television for Paramount Pictures, further stated that the Navy's accelerated program has found it necessary to utilize visual education. Visual education will be a great factor in the post-war education, he said. Continuing further, the commander said that schools will tune in the best lectures of specialists and education leaders through television.

Drawn for BROADCASTING by Sid Hix

"Mr. Brown wins our spelling bee . . . he's the only one who could spell 'delicatessen'!"

James to FCC Post

ERVIN (Red) JAMES, assistant to Commissioner Clifford J. Durr, was last week appointed assistant secretary of the FCC. Mr. James, a graduate of the George Washington U. Law School and a member of the District of Columbia and Alabama bars, has been with the Commission since December 1941. Before that he was office manager in the Employment Division of the Federal Works Projects Administration in Washington, and was later on the staff of the administration management section, Office of the Secretary, Dept. of Commerce. Before coming to Washington, Mr. James was with the Alabama Relief Administration in Montgomery and had worked with Western Union Telegraph Co. in Montgomery and Chicago. Mr. James was born in Montgomery in 1911. He is married and lives in Alexandria, Va.

Young & Rubicam Quits As Westinghouse Agency

YOUNG & RUBICAM, New York, last week announced its resignation of the Westinghouse Electric & Mfg. Co. account, effective March 1, 1944. The agency has handled the institutional phase of the account, and it is understood, will continue to supervise the Sunday afternoon Westinghouse program on NBC until that date.

It was also reported that a portion of the Goodyear Tire & Rubber Co. account, as well as some of General Electric Co.'s business, has been slated to go to Y & R soon. The agency stated that for Goodyear a dramatic radio program featuring name stars was already under consideration, but gave no details on G-E plans.

Maj. Kent Honored

MAJ. HAROLD W. KENT, Radio Council director, Chicago Public Schools, on leave as liaison officer with the War Dept. to the Office of Education, Washington, on Nov. 29 was to be given the Fourth Annual Award of Merit presented each year by the executive committee of the School Broadcast Conference for "outstanding and meritorious service in educational radio".

Maj. Kent

JOHN WHITMORE, former assistant director of war service and news of WOR, New York, on Nov. 29 joins the Mutual program staff as manager of the news division.

XUM

ABBOTT
and COSTELLO

HENRY ALDRICH

BING CROSBY

Etchings FOR THURSDAY

FANNY BRICE
and FRANK MORGAN

Sharply etched in the listening habits of middle-western millions is the Thursday evening ritual of pipe, slippers, and WLW. We belong to this great audience of twelve million and a goodly portion belongs in turn to us . . . as shown in Hooper's Mid-Winter Report, "The Listening Finger Points". The striking dominance of The Nation's Station in its four-state area . . . day and night . . . probably accounts for the fact that MORE ADVERTISERS SPEND MORE MONEY TO SELL MORE MERCHANDISE TO MORE PEOPLE ON WLW THAN ON ANY OTHER RADIO STATION IN THE WORLD

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